



Cape Peninsula
University of Technology

**IMPACT OF MALL DESIGN ON CUSTOMER EXPERIENCE: THE CASE OF
KHAYELITSHA MALL**

By

Siyabulela Godwana

Dissertation submitted in partial fulfilment of the requirements for the degree

**Master of Technology: Business Administration in Project Management in the
faculty of Business Management and Science at the Cape Peninsula University
of Technology**

Supervisor: Mr. Stanley Fore

District Six, Cape Town Campus

Date submitted:

CPUT copyright information

The dissertation may not be published either in part (in scholarly, scientific, or technical journals), or as a whole (as a monograph), unless permission has been obtained from the University

DECLARATION

I, Siyabulela Godwana, declare that the contents of this dissertation/thesis represent my own unaided work, and that the dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

A handwritten signature in blue ink, appearing to read "S. Godwana", is written above a horizontal line.

Signed

25 November 2022

Date

ABSTRACT

According Hashemi, (2019) The historical outdoor bazaars, where local farmers, craftspeople, and artisans would sell their items, are thought to have been the forerunners of the modern shopping mall. At the turn of the 20th century, the first contemporary shopping malls emerged, and they have since spread in a variety of forms to most major cities across the world. The shopping mall is recognized for being a place to find and purchase goods as well as a gathering area for people of all ages. The J.C. Nichols Company built the first shopping centre, the Country Club Plaza, which launched in 1922 close to Kansas City, Missouri. In 1956, the Southdale shopping centre, the first enclosed mall, debuted in Edina, Minnesota, a suburb of Minneapolis. The original malls that were built were primarily made up of independent stores with a few food vendors strewn about. Food courts quickly became popular, giving customers a convenient spot to eat. This provided more food options as well.

Selling products and services for a profit is referred to as retail. Retail encompasses both in-store and online purchases, -; thus, things purchased in-store and online are both eligible. Retail refers to all types of product sales, including those conducted by travelling salespeople, structure malls, big-box retailers, and online marketplaces. In order to give customers access to various goods and services in one location, malls were intentionally built to connect physical stores within the community. This practice dates back to the twentieth century. As the years passed, shopping centres evolved into places where people might congregate for social activities in addition to shopping (Meyer, 2021).

The overall goal of this research study was to determine whether the mall design and layout in Khayelitsha Mall are noticing the current elements and characteristics have an impact on consumer shopping experience and behaviour. At the Khayelitsha Mall, a mixed of methods were used to achieve the study's goal. A total of 384 participants were asked questions about the study. The participants were chosen using a simple random probability method.

Traditional shopping malls are having trouble defining themselves. Foot traffic and revenues have decreased because of changing consumer tastes and shopping patterns. Consumers may now order things from anywhere in the world thanks to technological advancements. You must entice such people to leave their houses by offering them a compelling reason (Pocketstop, 2020). Customers are willing to travel

and spend more money in order to have a better mall buying experience. If a customer can stay in a mall a little longer, there is a greater chance that they will spend more money there than a client who does not want to stay as long. If the customer has a positive shopping experience, they may spend more on food, entertainment, apparel, or home products (Chernofsky, 2020).

According to the study's findings, the layout and design of the mall influence the consumer experience. If a mall lacks certain vital components or appeal, such as a diverse tenant mix, entertainment areas, food courts, parking, and safety and security elements, it is highly likely that customers will spend less time there, which may influence how much money they can spend there and may result in a loss of repeat business. It advised mall management to take advantage of the potential found and develop plans to enhance the customer shopping experience at Khayelitsha Mall.

ACKNOWLEDGEMENTS

I have prayed to you because I know you will listen, God. Please open your ears to me and pay attention to what I have to say. Demonstrate your amazing loving compassion, O you who protects those who place their trust in you from those who rise up against them with your right hand. (Psalm 17:6-7).

I want to express my gratitude to the All-Powerful God for the Love and Life that He continues to bestow daily as well as the fortitude to face life's obstacles head-on.

I want to thank Mr. Stanley Fore for his patience, efforts, and time in helping me see progress and finish what I had started. May God continue to bless him and keep his family and friends safe.

My grandmother Nomfanelo Godwana and my aunt Nosizwe Godwana are the privileged recipients of my studies; may their souls rest in peace. These two women gave up their meagre salaries to watch me advance in life. Additionally, I would want to dedicate this research to my father, Mzukisi Godwana, who has been a strong supporter.

A special thank you to my two boys Sinelihle Tshambu and Sukoluhle Gadudu for their patience with me.

Thank you to Khayelitsha Mall Management for enabling me to do my research study at Khayelitsha Mall. Please consider helping other young students who may need it as well.

DEDICATION

To my late grandma Nomfanelo Godwana and my late aunt Nosizwe Godwana, who have supported me since I was a young child, I would like to dedicate this dissertation. May their souls rest in peace. Coming from a poor household makes life difficult since you must cope with hunger and school. Despite these obstacles when I was younger, I knew I could rely on the two women.

Being raised in a township has its difficulties, but I have overcome them all to reach this point in my life. I would like to dedicate this research to my community of Khayelitsha, Cape Town. In this study article, I hope to encourage Khayelitsha students to persevere in their academic endeavours no matter what.

I would like to dedicate this dissertation to my two teachers from Chris Hani Secondary School, Zukiswa Vili and Ma'am Mnisi, without them I would have given up on my academic career.

A special thank you to Mr. Stanley Fore, my lecturer and supervisor, who inspired me to keep working on my dissertation.

TABLE OF CONTENTS

DECLARATION	II
ABSTRACT	III
ACKNOWLEDGEMENTS	V
DEDICATION	VI
LIST OF FIGURES.....	XIII
LIST OF TABLES	XV
APPENDICES.....	XVI
ABBREVIATIONS AND ACRONYMS	XVII
CHAPTER 1 RESEARCH INTRODUCTION AND BACKGROUND	1
1.1 INTRODUCTION	1
1.2 DEFINITION OF KEY CONCEPTS	2
1.3 BACKGROUND OF THE STUDY.....	3
1.4 RESEARCH PROBLEM.....	4
1.5 RESEARCH OBJECTIVES	5
1.5.1 Primary objectives of the study	6
1.5.2 Sub-objectives.....	6
1.6 RESEARCH QUESTIONS	6
1.6.1 Main research question	6
1.6.2 Sub-research questions.....	6
1.7 RATIONALE	7
1.8 RESEARCH PARADIGM METHODOLOGY AND DESIGN	8
1.8.1 Research paradigm.....	8
1.8.2 Research qualitative methods and design.....	8
<i>The qualitative approach will produce in-depth knowledge about the experiences of the chosen group.....</i>	8
1.8.3 Research quantitative methods and design	9
1.8.4 Target population.....	10
1.8.5 Sampling Framework.....	10
1.8.6 Mixed research method.....	10
1.9 LIMITATIONS	11
1.10 CHAPTER OUTLINES	11
1.11 CONCLUSION.....	12
CHAPTER 2 LITERATURE REVIEW.....	13

2.1	INTRODUCTION	13
2.2	DEFINITION OF DESIGN AND LAYOUT.....	13
2.3	MUNICIPAL TOWN PLANNING	14
2.4	BACKGROUND ABOUT SHOPPING MALLS	14
2.5	DEFINITION OF SHOPPING MALL	15
2.6	TYPE OF SHOPPING MALLS.....	15
2.6.1	<i>Western Cape Malls</i>	17
2.6.2	<i>Number of Shopping Malls per Province</i>	20
2.7	HISTORY OF TOWNSHIP MALL DEVELOPMENT	21
2.7.1	<i>Khayelitsha Mall Background</i>	21
2.8	DEMOGRAPHIC SEGMENTATION.....	28
2.8.1	<i>Education Segmentation</i>	29
2.8.2	<i>Employment Status</i>	30
2.9	FINANCIAL AND ECONOMIC POPULATION.....	31
2.9.1	<i>Income Brackets</i>	31
2.9.2	<i>Gross Domestic Product</i>	32
2.9.3	<i>Living Standard Measures (LSM)</i>	32
2.10	THE PHYSICAL CONFIGURATION OF SHOPPING MALLS	34
2.10.1	<i>Open Air Malls</i>	34
2.10.2	<i>Close air malls</i>	35
2.10.3	<i>Hybrid malls</i>	35
2.11	DIFFERENT TYPES OF SHOPPING MALLS	35
2.11.1	<i>A Neighbourhood Mall</i>	35
2.11.2	<i>A Community Mall</i>	35
2.11.3	<i>A Regional Mall</i>	36
2.11.4	<i>The Superregional Mall</i>	36
2.11.5	<i>A Fashion Mall</i>	36
2.11.6	<i>A Power Mall</i>	36
2.11.7	<i>Festival Mall</i>	36
2.12	MALL APPEARANCE	36
2.13	MALL ACCESSIBILITY	37
2.14	MALL SPACING AND LAYOUT	37
2.15	MALL FOOTFALL FLOW AND DWELL TIME	38
2.16	MALL VENTILATION SYSTEMS	39
2.17	MALL LAYOUT- EXIT- ENTRANCE DOORS	40
2.18	MALL ENTERTAINMENT AMENITIES	41
2.19	MALL PRODUCTS AND SERVICE OFFERING.....	42
2.20	MALL MANAGEMENT AND EMPLOYEES	43

2.21	MALL MAINTENANCE MANAGEMENT	43
2.22	MAINTENANCE	44
2.23	MALL PARKING.....	44
2.24	CONCLUSION.....	45
CHAPTER 3	RESEARCH METHODOLOGY	47
3.1	INTRODUCTION	47
3.2	STUDY TYPE.....	48
3.3	QUALITATIVE AND QUANTITATIVE PARADIGM	48
3.4	QUANTITATIVE AND QUALITATIVE RESEARCH.....	48
3.5	QUANTITATIVE RESEARCH.....	49
3.5.1	<i>Quantitative Research Designs</i>	49
3.5.2	<i>Quantitative Research Sampling</i>	50
3.5.3	<i>Quantitative Research Methods</i>	50
3.6	QUALITATIVE RESEARCH	51
3.6.1	<i>Qualitative Research Design</i>	51
3.6.2	<i>Research Sampling</i>	52
3.6.3	<i>Qualitative research techniques</i>	53
3.7	MIXED METHODS	53
3.8	POPULATION SIZE.....	54
3.8.1	<i>Ordinary Shopping Customers</i>	54
3.8.2	<i>Tenants (using tenant historical data)</i>	56
3.8.3	<i>Mall Management. (Communication office)</i>	57
3.9	SAMPLE SIZE	57
3.10	SAMPLING METHOD	58
3.11	QUESTIONNAIRE DESIGN AND CONTENT	58
3.11.1	<i>Type of questions</i>	59
3.12	DATA COLLECTION.....	59
3.12.1	<i>Data Coding and Analysis</i>	60
3.12.2	<i>Descriptive Statistics</i>	60
3.12.3	<i>Frequencies and Percentage</i>	60
3.13	RELIABILITY	61
3.14	PILOT SURVEY	62
3.15	ETHICAL CONSIDERATION.....	63
3.16	DELIMITATION OF THE RESEARCH.....	63
3.17	CONCLUSION.....	63
CHAPTER 4	RESULTS AND DISCUSSIONS.....	64
4.1	INTRODUCTION.....	64

4.2	PARTICIPANTS RATE.....	64
4.3	FINDINGS AND DISCUSSION.....	65
4.3.1	<i>Section A: Demographical and Biographical Information Analysis</i>	65
4.3.1.1	Ethnic Group of the Participants.....	65
4.3.1.2	Indication of Gender of the Participants.....	66
4.3.1.3	Age Group of the Participants.....	68
4.3.1.4	Employment Background of the Participants	69
4.3.1.5	Educational Background of the Participants	70
4.3.1.6	Family Orientation of the Participants.....	70
4.3.1.7	Khayelitsha Residents	71
4.3.2	<i>Section B: Closed-Ended Questions Analysis.....</i>	72
4.3.2.1	Khayelitsha Mall Tenants Mix and Market Segment.....	73
4.3.2.2	Khayelitsha Mall Shopping Experience	75
4.3.2.3	Interior and Exterior Design Attraction.....	81
4.3.2.4	Khayelitsha Mall Visit Frequency	85
4.3.2.5	Khayelitsha Mall Accessibility	90
4.3.2.6	Khayelitsha Mall Navigation and Directions.....	94
4.3.2.7	Khayelitsha Mall Safety and Security Element	99
4.3.3	<i>Section C: Open-Ended Questions Analysis.....</i>	101
4.3.3.1	Does the Design Layout influence the shopping percentages?.....	101
4.3.3.2	Compared to other malls you shopped, which mall design layout would you prefer? Khayelitsha Mall Design Layout or other Mall Design Layout?.....	102
4.3.3.3	Does Khayelitsha Mall Design Layout allow you as the customer to shop in any kind of weather?	103
4.3.3.4	Do you have any recommendation or further comment on Khayelitsha Mall Design Layout?	104
4.4	CONCLUSION.....	104
CHAPTER 5	PRESENTATION DISCUSSION OF RESULTS	106
5.1	INTRODUCTION.....	106
5.2	CONCLUSION ON THEORY.....	106
5.3	SECTION A: DEMOGRAPHICAL AND BIOGRAPHICAL INFORMATION	107
5.3.1	<i>Gender Participants.....</i>	107
	Gender Split	107
5.3.1.1	Conclusion.....	108
5.3.1.2	Recommendation.....	108
5.3.2	<i>Age Group of the participants</i>	108
5.3.2.1	Conclusion.....	109
5.3.2.2	Recommendation.....	109
5.3.3	<i>Ethnics Group of the participants</i>	109
5.3.3.1	Conclusion.....	109
5.3.3.2	Recommendation.....	110
5.3.4	<i>Employment status of the participants</i>	110

5.3.4.1	Conclusion.....	110
5.3.5	<i>Education background of the participants</i>	111
5.3.5.1	Conclusion.....	111
5.4	QUANTITATIVE DISCUSSION: CLOSED-ENDED QUESTIONS (LIKERT SCALE QUESTIONS)	112
5.4.1	<i>Research Main Question</i>	112
5.4.2	<i>Research Sub-questions</i>	113
5.4.2.1	Mall Tenant Mix and Market Segment	114
5.4.2.2	Khayelitsha Mall Shopping Experience	115
5.4.2.3	Khayelitsha Mall Customers impacted by Weather Conditions	117
5.4.2.4	Parking Design and Layout	118
5.4.2.5	Time Spent at the Mall.....	119
5.4.2.6	Khayelitsha Mall Visit Frequency	120
5.4.2.7	Respondents will revisit mall	121
5.4.3	<i>What are the expectation of customers regarding mall design and layout?</i>	123
5.4.3.1	Khayelitsha Mall Accessibility	123
5.4.3.2	Khayelitsha Mall Safety and Security Element	124
5.4.3.3	Mall Navigation and Directions	125
5.4.4	<i>What benchmark drive customers' expectations?</i>	126
5.4.4.1	Khayelitsha Mall Tenants Mix and Market Segment.....	126
5.4.4.2	Khayelitsha Mall outside Shopping	127
5.5	SECTION C: QUALITATIVE DISCUSSIONS: OPENED ENDED QUESTIONS	129
5.5.1	<i>Does the Design Layout influence the shopping percentages? Please explain how?</i>	129
5.5.2	<i>Is it easy navigating this Mall Design Layout? Why?</i>	130
5.5.3	<i>Compared to other malls you shopped, which mall design layout would prefer? Khayelitsha Mall Design Layout or other Mall Design Layout?</i>	131
5.5.4	<i>Does Khayelitsha Mall Design Layout allow you as the customer to shop in any kind of weather?</i> 131	
5.5.4.1	Recommendation.....	133
5.6	ACHIEVEMENTS OF THE RESEARCH OBJECTIVES	134
5.7	CONCLUSION.....	135
CHAPTER 6.....		136
CONCLUSION AND RECOMMENDATION		136
6.1	INTRODUCTION	136
6.2	CONCLUSION ON THEORY	136
6.3	MAJOR CONCLUSION ON QUALITATIVE RESULTS	137
6.4	MAJOR CONCLUSION ON QUANTITATIVE RESULTS	138
6.4.1	<i>Customer shopping experience</i>	138
6.4.2	<i>Customer Expectation</i>	138

6.4.3	<i>Customer Benchmarking</i>	138
6.5	RECOMMENDATIONS	139
6.5.1	<i>Recommendation based on research methods and design</i>	139
6.5.2	<i>Recommendation based on Discussion and Results</i>	139
6.6	FUTURE AREA OF RESEARCH	140
6.7	CONCLUSION AND SUMMARY	141
BIBLIOGRAPHY		142
APPENDICES		153

LIST OF FIGURES

FIGURE 2.1: SHOPPING MALL MAP OVERVIEW	20
FIGURE 2.2: THE AVERAGE ANNUAL GROWTH.....	22
FIGURE 2.3: KHAYELITSHA MALL TENANTS MIX	23
FIGURE 2.4: KHAYELITSHA MALL STORES TYPES.....	24
FIGURE 2.5: KHAYELITSHA MALL FLOOR PLAN	26
FIGURE 2.6: POPULATION BY GENDER SPLIT BY SEX	28
FIGURE 2.7: DISPOSABLE INCOME AND CONSUMPTION 2010	32
FIGURE 2.8: DWELL TIME IN MALL	39
FIGURE 3.1: THE RESEARCH ONION	47
FIGURE 3.2: CRONBACH ALPHA FORMULA	61
FIGURE 4.1: RACE	66
FIGURE 4.2: GENDER PARTICIPATION	66
FIGURE 4.3: AGE GROUP	68
FIGURE 4.4: EMPLOYMENT BACKGROUND	69
FIGURE 4.5: EDUCATIONAL BACKGROUND OF THE PARTICIPANTS.....	70
FIGURE 4.6: FAMILY CATEGORY OF THE PARTICIPANTS.....	71
FIGURE 4.7: RESIDENCY OF PARTICIPANTS	72
FIGURE 4.8: MARKET SEGMENTS BEING SERVED BY THE MALL	73
FIGURE 4.9: VIEW OF TENANT MIX.....	74
FIGURE 4.10: SHOPPING EXPERIENCE AT KHAYELITSHA MALL	75
FIGURE 4.11: ENTERTAINMENT MUSIC AT THE MALL.....	76
FIGURE 4.12: KHAYELITSHA MALL ENTERTAINMENT ALTERNATIVES	77
FIGURE 4.13: KHAYELITSHA MALL LIGHTING	78
FIGURE 4.14: PATRONS VIEWS ON MALL TEMPERATURE	79
FIGURE 4.15: MALL ARCHITECTURE ATTRACTION	80
FIGURE 4.16: ATTRACTIVENESS OF INTERIOR AND EXTERIOR DESIGN	81
FIGURE 4.17: ENJOYMENT OF TIME AT THE MALL	82
FIGURE 4.18: IMPACT OF WEATHER ON SHOPPING EXPERIENCE	83
FIGURE 4.19: GENERAL SHOPPING EXPERIENCE	84
FIGURE 4.20: PERCEPTION OF MALL'S APPEARANCE	85
FIGURE 4.21: PARTICIPANTS' SHOPPING FREQUENCY	86
FIGURE 4.22: POSSIBLE FUTURE VISITS TO THE MALL.....	87
FIGURE 4.23: SHOPPING DONE OUTSIDE OF MALL	88
FIGURE 4.24: EASY ACCESS TO RESTROOMS	90
FIGURE 4.25: ACCESS TO FOOD AREAS.....	91
FIGURE 4.26: SUFFICIENT PARKING SPACE AVAILABLE	92

FIGURE 4.27: EASY ACCESS FROM THE PARKING TO THE MALL ENTRANCE.....	93
FIGURE 4.28: EASY ACCESS FROM PUBLIC TRANSPORT THE MALL.....	94
FIGURE 4.29: LAYOUT MAKES IT EASY TO GET TO THE STORE YOU WANT.....	95
FIGURE 4.30: LAYOUT MAKES IT EASY TO GET AROUND.....	96
FIGURE 4.31: SHOWS EASY TO FINDS: ENTRANCE AND EXITS.....	97
FIGURE 4.32: MALL LAYOUT EASY TO NAVIGATE.....	98
FIGURE 4.33: CUSTOMER SAFETY AT MALL.....	99
FIGURE 4.34: SAFETY AND SECURITY SIGNS ARE VISIBLE.....	100

LIST OF TABLES

TABLE 2.1: CITY OF CAPE TOWN LIST	17
TABLE 2.2: POPULATION BY RACE	21
TABLE 2.3: KHAYELITSHA MALL SWOT ANALYSIS	25
TABLE 2.4: KHAYELITSHA MALL FOOT TRAFFIC.....	27
TABLE 2.5: POPULATION BY GENDER RACE.....	28
TABLE 2.6: POPULATION BY RACE AND AGE	29
TABLE 2.7: EDUCATION LEVELS BY RACE	29
TABLE 2.8: POPULATION BY INCOME BY RACE.....	31
TABLE 2.9: LABOUR FORCE INDICATORS BY RACE.....	31
TABLE 2.10: FOUR WAYS TO ADDRESS MAINTENANCE	44
TABLE 3.1: CONFIDENCE LEVEL FORMULA.....	55
TABLE 3.2: CONFIDENCE LEVEL RESULTS (ORDINARY CUSTOMER'S).....	56
TABLE 3.3: CONFIDENCE LEVEL RESULTS (TENANTS).....	57
TABLE 3.4: CRONBACH ALPHA INTERPRETATION.....	62
TABLE 3.5: CRONBACH'S ALPHA RESULTS.....	62

APPENDICES

APPENDIX A: LETTER OF APPROVAL FROM KHAYELITSHA MALL.....	11533
APPENDIX B: QUESTIONNAIRES	154
APPENDIX C: EMAIL CORRESPONDENCE.....	159
APPENDIX D: EDITOR'S CERTIFICATE	160
APPENDIX E: TURNITIN REPORT: PLAGIARISM REPORT.....	161

ABBREVIATIONS AND ACRONYMS

M ²	Square meters
SASSA	South African Social Security Agency
KCT	Khayelitsha Community Trust
CBD	Central Business District
KBD	Khayelitsha Business District
CoCT	City of Cape Town
GIS	Geographic Information System

CHAPTER 1

RESEARCH INTRODUCTION AND BACKGROUND

1.1 Introduction

Customer experience has become a crucial consideration in a mall setting, therefore when mall designers create layouts, they must consider creative and innovative tactics for turning a mall into a destination by providing broadest range of food options, entertainment alternatives, and leisure activities. Malls have evolved into social gathering places where the focus is no longer on simple purchases but on the overall experience. A mall's design can be employed as a distinctive element to attract more customers, but it must not be overdone or people may lose interest (Meyer, 2021).

A mall's design, specifically for this study, considers factors like:

- the mall's outward appearance;
- accessibility to the mall's entrance and facilities;
- parking availability;
- ventilation systems;
- mall look and feel;
- alternative entertainment options;
- food selections;
- accessibility to public and private transportation;
- lighting;
- safety and security;
- the ability to shop while considering the mall's internal and external environmental effects, among other things (Shah, 2021a).

This study primarily focuses on the Khayelitsha Mall's Township Urban Planning Development, which is in the township of Khayelitsha. In particular, the research will look at how the design of Khayelitsha Mall affects both interior and external customers' shopping experiences.

1.2 Definition of Key Concepts

The researcher has explained some key concepts and terminology for better understanding and greater clarity of the research scope and content.

Shopping Mall: According to (Juhari *et al.*, 2014) , “A shopping centre is a commercial building, which is a commercial property where the preparation of a complete facility is required as one of the key elements for providing high-quality services to visitors and other users. With service orientation as the main trade activity, the organisation should emphasize the service system to ensure internal and external customer satisfaction. Satisfaction is born through 'loyalty', with the customers returning for a particular product or service from the same supplier on an on-going basis”.

Mall Design: A mall can be designed using three – but not limited to – options: (open air, Indoor mall design or enclosed mall design and Hybrid configuration design)

Open-air mall Design: This mall has an external customer walkway, exposing customers to weather and other external factors.

Indoor mall design: This mall design has interior customer walkways; customers are less exposed to weather conditions and other external factors.

Hybrid configuration design: This is a mixture of both open- and closed-air mall design.

A customer: Someone interested in buying a particular service or product from a retailer or person to consume the items or for various purposes.

Experience: The last impression after the occurrence of events. The word experience can be defined in many ways but for this study, the researcher will focus on customer experience during and after a visit to Khayelitsha Mall.

Customer experience: Refers to how most retail spaces are designed to meet customer needs and wants to sustain long-term relationships. Most investors and other stakeholders invest money in research before these luxurious malls are built no understanding customers' shopping patterns.

Mall designs are a competitive edge to invite customers to visit more frequently. Customers are the end-users of all products or services provided. Most retailers have changed from customer satisfaction to customer experience in how they want to engage with customers' wants and needs. Customer satisfaction only covers the customer's needs but what matters these days to customers is the "how" part, which is linked to the experience. Customer satisfaction only provides customers with basic services; customer experience goes beyond customer satisfaction. It encompasses customers' emotions and feelings, their experience after basic service, and extras added to make sure that the customer experience will talk about the experience regularly, e.g., the availability of Wi-Fi access, queuing systems, extra activities, and the availability of a variety of retail chains.

1.3 Background of the Study

During apartheid in South Africa, the people who lived in townships and rural areas were forcibly barred from economic operations resulting in 42 years of intentional segregation. Apartheid laws were created to separate people according to skin colour and to create conditions that favoured people with a light complexion, the white race.

During this time there was a clear distinction between urbanised, township and rural areas (South African History Online, 2019). People who lived in urbanised areas benefited more from essential services such as water, electricity, better job safety and security, proper housing, safety and security, parks, roads, emergency services and other amenities. On the other hand, people who lived in rural areas and townships struggled to acquire essential services such as housing, clean water, and other amenities. During apartheid, most countries and local and international businesses sanctioned South Africa through trading, in the hope that this would help to improve conditions (South African History Online, 2019).

Retailing plays a significant role in economic development and has become a core daily activity of any individual. The more consumers spend on retail activities, the more it drives global economy engagement and thus, retailers create jobs opportunities for many people worldwide. Retail has played a predominant role in all economic development, and solid retail sector growth speeds up economic development (Technofunc, 2013). The township retail and shopping centre market is multiplying and

despite a challenging economy and disruptions, townships have become hubs for large-scale development in retail and brands. The township retail market is “a force of its own” and should not be overlooked or underestimated (Fourie, 2018).

Khayelitsha Mall started trading on the 25th of November 2005 with 40 shops including Spar, Shoprite, Ellerines, Lewis Stores, Pep Stores, Ackermans, Discom, Reliable Music and other well-known retail outlets including big banks like Absa, FNB, Capitec and Nedbank. The mall was designed as an open-air mall and is considered by some consumers to be a shopping centre rather than a shopping mall; this is mainly due to the range of tenants and the design of the mall. Khayelitsha Mall has helped many people from Khayelitsha with job opportunities and plays a vital role in the economic transformation of this sizeable and significant township in Cape Town in the Western (IOL, 2005).

According to Fahmy et al (2015), “facility layout planning plays a crucial role in the success and profitability of any organisation; an effective layout can minimise costs substantially, which leads to improvement in overall performance. A facility facilitates the performance of various tasks, and the facility-layout is the arrangement of everything needed to perform tasks and produce and deliver its goods and services. Layouts are not only concerned with improved utilisation of buildings and land but are very much concerned with increasing sales. In the retail environment, layouts must be customer-focused, and displays should attract the attention of the purchasing public”.

1.4 Research Problem

As discussed in literature review Mall designs are a competitive edge to invite customers to visit more frequently. Most consumers with keen purchasing motives make judgements based on what appeals to them, whether it is facilitated by the mall environment, which, in turn, evokes and reinforces their buying behaviour and experiences (Katrodia, Naude & Soni, 2018). Marketers are researching ways of discovering the numerous human qualities that influence consumer purchasing behaviour due to the ever-increasing rivalry in the corporate environment (Katrodia, Naude & Soni, 2018).

According to Makgopa, (2016) The high degree of competitiveness in the retail sector necessitates proper management of shopping malls, as well as an understanding of general consumer behaviour during visits to shopping malls, including their primary motivations for doing so and their attitudes. Before visiting any mall, customers often think about a number of factors, including the mall's security, tenant mix, their own shopping experiences there or reports from other customers, the parking availability, location, accessibility, entertainment variability, appeal and other factors that have to do with the mall's design and layout. Most of these elements are addressed at the initial stage of the mall's construction and are improved as the mall continues to operate.

In 2005, Khayelitsha Mall was constructed as an open-air shopping mall with 19326 square meters of lettable space with 57 businesses and several informal vendors and numerous significant retailers, including Edgars, Ackermans, Nike Store and all major South African banks took up occupancy. However, as time passed, the mall could not attract sufficient foot traffic, and it began to lose well-known businesses that could not maintain adequate profit margins.

The tenant mix of a mall may change over the course of a few years of operation for a variety of reasons, including rental agreements, architectural decisions, location safety, and others. The purpose of this study was to determine whether the aforementioned design factors had an impact on how customers experience when they visit Khayelitsha Mall and whether they changed the tenant mix from high-end to low-profile tenants, including survivalists, who now occupy the majority of the mall's area.

The problem that was investigated into in this research was how the current design elements of the Khayelitsha Mall, such as the architectural design, layout, accessibility, tenant mix, location, variety of entertainment options, mall appearance, look and feel, entertainment options, food court, parking, safety aspects, and others, impacts customers' shopping experiences and service providers' capacity to deliver high-quality deliverables.

1.5 Research Objectives

The purpose of this study was to determine how the design of Khayelitsha Mall impacts customers' shopping experiences and how this can be improved to increase sales.

1.5.1 Primary objectives of the study

To determine how the current design of Khayelitsha Mall impacts the ordinary customer's shopping experience and the tenants' and service provider's ability to provide the customer with a good shopping experience.

1.5.2 Sub-objectives

To understand the capability and ability of tenants to provide quality services to customers.

To determine how the current design and layout of the mall affect customers' experiences and purchasing decisions.

To ascertain the factors that influenced the mall's design and layout.

1.6 Research Questions

According to Lowry, (2018) The research questions address issues which recommendation of the study should be found, the research questions are more than handy tool and influences most of the rest of the steps taken to conduct the research. The research question section is divided into two namely; Main research question and Sub-research questions.

1.6.1 Main research question

- What essential elements of the design and layout of the Khayelitsha Mall should be taken into account by mall management to enhance and retain the current customer experience and the capacity of service providers to provide high-quality deliverables?

1.6.2 Sub-research questions

- What is the shopping experience of customers at Khayelitsha Mall?
- How does the design and layout of Khayelitsha Mall have an impact on the shopping experience of customers?

- What are the expectation of customers regarding mall design and layout?
- What benchmark drive customers' expectation?
- How does the design and layout of Khayelitsha Mall meet customers' expectations?
- How does the experience of customers at Khayelitsha Mall influence their purchasing decisions?
- What improvements can management make to the design and layout of the mall that can likely to improve customers' expectations?

1.7 Rationale

The introduction of malls in townships has shaped economic development in previously disadvantaged areas. This is because South African consumers have become more astute and customer experience is becoming more important in providing value for money at any facility. This resulted in the development of malls in townships by well-known investors such as the Resilient Property Income Fund, Vukile Property Fund, Dipula Income Fund, and Rebosis Property Fund. Others have also shown an interest in investing in the township economy (Mail & Guardian, 2015).

An open floor plan was used in the design of Khayelitsha Mall, which, like any facility layout, offers benefits and drawbacks. This study will concentrate on how the Khayelitsha Mall's layout and design affect shoppers' experiences and purchase choices when they visit the mall.

The Khayelitsha Mall Management will benefit from receiving insightful direct input from customers thanks to our research project. Additionally, it can assist management in enhancing current opportunities and creating action plans to enhance the mall's current design in ways that could help keep its current clientele and draw in new ones. Finally, the research's findings can help the mall establish standards for other malls regarding what its customers anticipate from them.

1.8 Research Paradigm Methodology and Design

According to McCombes & George, (2023) Utilising research methodology and design principles, the data collection and analysis methodologies employed are covered from the start of the project to its end. This research was investigated using positivist paradigm and both qualitative and quantitative approach.

Information can be gathered through various research techniques, such as interviews, observation, experiments, questionnaires, surveys, published documents or studies, the occurrence of events, or historical records. Both quantitative and qualitative research techniques are available. The raw data for this study was gathered using self-administered questionnaires. This method of collecting forms is significantly more straightforward and affordable, and can quickly reach the desired number of participants (Welman, Kruger and Bruce, 2005). The mixed method will balance the correlation between quantitative and qualitative information, which will be collected during the research period

1.8.1 Research paradigm

According to Welman et al., (2005) There are three types of paradigms that are used to identify ways to do research namely: positivist, constructivist and critical theory. The researcher has employed positivist paradigm which allowed the research to observe customer behaviour while they navigate the current Khayelitsha Mall. The researcher engaged with customers by distributing questionnaires, observing customers and used historical tenant data for summary analysis in order to corroborate the observation's summary data.

1.8.2 Research qualitative methods and design

The qualitative approach will produce in-depth knowledge about the experiences of the chosen group.

- **Methods:** According to Bhandari, (2020) There are four qualitative methods: secondary research, focus groups, interviews, and observations. In order to understand the results of this study, the researcher has employed questionnaires (open-ended questions) observations (structured observation) and utilised secondary research (data from the tenant). Focus groups and face-

to-face interviews were not possible for the researcher to use because of COVID-19 restrictions.

- **Design:** Welman et al., (2005) described the various sorts of research designs, including case study, ethnography, narrative, phenomenology, and grounded theory. Ethnography has been used in this investigation. When doing an ethnography, facts are gathered through observation, interviews, and historical documents like income statements.
- **Sampling:** Purposeful, Snowball, Quota, and Convenience sampling were described by Farr, (2008) as qualitative sampling techniques. The researcher preferred participants who were actively shopping at Khayelitsha Mall and had previously visited or used Khayelitsha Mall because this gave the researcher opportunity to distribute questionnaires and observed while visiting the mall.
- **Data Collection Instrument:** According to Elliott, (2020) there are different data collection instrument that can be used to collect data such as Open-ended survey questions, unstructured or semi-structured interviews, focus group, unstructured observation and documents or content analysis. the researcher has issued questionnaires, conduct internal and external interviews with customers, analyse historical financial statement and observe available parking and convenience amenities inside the mall.

1.8.3 Research quantitative methods and design

The quantitative methodology will draw an implication from the selected group

- **Methods:** Farr, (2008) has explained four quantitative research namely data analysis, experiment, survey and correlation, the researcher has applied surveys
- **Design:** According to Welman, (2005) asserts that quantitative research contains the following design types: experimental, quasi-experimental, descriptive, and correlational. A descriptive study design was employed by the researcher. Descriptive research tends to lean more toward qualitative research, and the techniques utilized to gather information are numerical.
- **Sampling:** Simple random, systematic, stratified, and cluster are the four quantitative sampling approaches suggested by Kumar (2011). To gather participant primary data, the researcher employed a straightforward random sampling procedure. Simple randomization has given every component of the

population an equal and independent opportunity to be chosen as a direct participant.

- **Data Collection instrument:** Bhat, (2020) identifies the methods used to obtain quantitative data namely observations, interviews, surveys, or questionnaires. Structured observations and self-administered surveys or questionnaires have both been used by the researcher.

1.8.4 Target population

As previously mentioned, the average number of visitors to Khayelitsha Mall over the course of ten days is +/- 344 387.3. A confidence level of 95% was used to reduce the sample size while still allowing for a 5% variance, resulting in a minimum of 345 participants. Customers now shopping at Khayelitsha Mall and Khayelitsha residents who had previously visited or used Khayelitsha Mall and had moved to other areas were the intended audience.

1.8.5 Sampling Framework

The population visiting Khayelitsha Mall was used to select participants randomly for the study. Based on the estimated average daily visitation at Khayelitsha Mall, which is +/- 344 387.3, the researcher has observed how shoppers move about the shopping centre and used the 95% confidence level.

1.8.6 Mixed research method

According to George, (2021) asserts that both quantitative and qualitative research components should be combined in order to fully understand the answers to the study's open-ended research questions. As it incorporates both detailed generalization and numerical analysis, the mixed method aims to provide a comprehensive picture from both qualitative and quantitative research methodologies. There are many reasons why a researcher might use mixed researchers, but according to George (2021), three are particularly important: generalizability, contextualization, and credibility. These three factors made it easier for the researcher to analyse and present the study's findings and recommendations.

- **Convergent parallel:** Convergent parallel qualitative and quantitative data collection occurs at the same time as distinct analyses of the data.
- **Embedded:** Embedded gathers data, displays it for analysis, and simultaneously considers both types of data; however, among the two approaches, one type of data is secondary to the other.
- **Explanatory sequential:** Quantitative data collection and analysis are presented in a chronological explanation after qualitative data collecting. This design helps to formulate first hypotheses and questions.

(Shorten and Smith, 2017).

The study has employed a mixed research approach, utilising embedded research design to analyse and display its findings in order to offer a comprehensive picture of the study or to provide a response to the research question. The collection data will use the qualitative and quantitative methods of collection as explained.

1.9 Limitations

Due to time and financial constraints, the researcher has only focused on Khayelitsha Mall; no other malls have been investigated. The researcher has zoomed in on the impact of design on the customer experience, but further study can be done to analyse and discuss this subject.

1.10 Chapter Outlines

- **Chapter 1: Introduction:** An explanation of the thesis topic, the problem statement, the goals and objectives, and the procedures used to gather the primary data. This chapter has listed the dates for the thesis's completion
- **Chapter 2: Literature Review:** The researcher has conducted related study on the subject, which has aided in providing background information and determining what has already been written about this subject.
- **Chapter 3: Research Methodology:** This chapter describes design techniques for collecting primary data from various sources. The research strategy, techniques, research processes, and analysis have all been explicitly specified by the researcher.

- **Chapter 4: Results:** The primary data is analysed according to the research methodology to determine the problem's true nature.
- **Chapter 5: Discussion, Conclusion and Recommendation:** Discussions have been had over the restrictions and applicability of the findings and data gathered. The study is over, and the researcher offers suggestions based on the opportunities revealed by the findings and discussion of the study.

1.11 Conclusion

The research has provided an overview summary of each subtopic and chapter in this chapter. In addition, problem statement, research objectivism, research techniques, research questions, and study limitations have all been briefly covered.

The researcher has furthered in more detail the literature review in the next chapter

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Effective and efficient mall design and layout significantly attract and retain customers within the retailing space. Although the architecture and layout of malls can influence whether customers have a good or bad experience, it is critical for a designer to first understand client demands and desires before developing architectural elements. Factors such as floor layout, customer flow, orientated space, navigation patterns, and traffic flow area, among others, should always be considered while designing a mall.

2.2 Definition of Design and Layout

Design definition is according to (Cambridge Dictionary University Press, 2022) "to make or draw a plan of something, for example, clothes or building."

Layout definition is according to (Cambridge Dictionary University Press, 2022) "the way that something is arranged."

Traditional shopping malls are having trouble defining themselves. Foot traffic and revenues have decreased due to changing consumer tastes and shopping patterns. Consumers may now order things from anywhere in the world, thanks to technological advancements. Such people must be enticed to leave their houses by offering them a compelling reason (Pocketstop, 2020). Customers are willing to travel and spend more money to have a better mall buying experience. If a customer can stay in a mall longer, there is a greater chance spending more money than a client who does not want to stay as long. Customers with a positive shopping experience may spend more on food, entertainment, apparel, or home products (Chernofsky, 2020).

For a very long time, the objective of malls has been to provide an organised marketplace. However, due to the impact of international economic activity, the mall has changed its purpose. Initially built exclusively for shopping, malls are increasingly being redesigned to serve as destinations for experiences. Nowadays, customers who visit a mall want for better dining alternatives, entertainment, and more social gathering

options for customers. Typically, people visit the mall to spend more time with family and friends than merely to do regular shopping (Fantoni, Hoefel, and Massarolo, 2014).

2.3 Municipal Town Planning

According to Forbes, (2011), "Municipal planning is a responsibility allocated to municipalities by Section 156 of the Constitution of the Republic of South Africa, read with Part B of Schedule 4, under which municipalities have both executive authority and a right to administer to the extent set out in Section 155".

Municipal planning does not have a clear definition of what is included. "...the phrase [municipal planning] is not defined in the Constitution," the Constitutional Court concluded in a June 2010 ruling. However, "planning" has taken on a specific, well-defined meaning in the municipal affairs, including land zoning and townships formation. The phrase is widely used in that context to refer to the management and regulation of land use Forbes (2011).

According to Wakefield (2015), A literature review is a compilation of information from several sources on a particular subject. This information is accessible from various sources, including academic journals, research-based publications, policy documents, financial reports, publications, and other sources. In addition to the literature review's supporting sources, there is also grey literature. The researcher may also reference literature reviews from nations other than the one where the study was conducted; literature reviews are not restricted by periods or geographical origins; they may be international.

2.4 Background about Shopping Malls

Since the beginning of bartering trade and until the market's current method of selling products and services, people have been sharing, exchanging, and selling commodities and services. Mantle was offered for sale in the first store. Greece was one of the earliest nations to establish a market, with vendors selling their wares in the Agora city centre as early as 800 BC (Meyer, 2021).

Selling products and services for a profit is referred to as retail. Retail encompasses both in-store and online purchases, thus things purchased in-store and online are both

eligible. Retail refers to all types of product sales, including those conducted by travelling salespeople, structure malls, big-box retailers, and online marketplaces. In order to give customers access to a various of goods and services in one location, malls were intentionally built to connect physical stores within the community. This practice dates back to the twentieth century. As the years passed, shopping centres evolved into places where people might congregate for social activities and shopping (Meyer, 2021).

The city to experience the outdoor retail mall in 1922 was Kansas City. The first enclosed mall was built in Edina, Minnesota, in 1956; according to consumers, enclosed malls should look like this. The majority of malls will include an anchor store that is placed in a way that allows customers to pass by other stores, increasing their time and money spent at other cluster retailers. Retailers can either be formal or informal businesses. Formal businesses are those that have been registered. These companies file a tax return with the government annually and contribute to the economy's growth. Informal enterprises are businesses that operate in the grey market, with many not being required by the government to register. In comparison to those in the formal sector, their turnover is low. The owners of these enterprises frequently employ a primitive management approach (Nsengimana, 2017).

2.5 Definition of Shopping Mall

According to Fantoni, Hoefel and Mazzarollo, (2014) Shopping malls are defined by the government as "one or more buildings forming a complex of shops representing merchandisers, with interconnected walkways allowing visitors to walk from unit to unit." They are, unofficially, the heart and soul of communities, the foundation of retail economies, and a social haven for teenagers everywhere. The shopping mall concept, which originated in the United States and became a full-fledged modern retail trend there in the post-World War II years, has spread throughout the world in recent decades. Asia now has five of the world's largest shopping malls. With 2.9 million square meters of space, China's New South China Mall in Dongguan is at the top of the list.

2.6 Type of Shopping Malls

Regional Malls: according to "A regional mall is a shopping centre that provides a wide range of general merchandise (including clothing) and services. A typical regional mall is usually enclosed, with the stores oriented inward and linked by a common walkway,

and parking surrounds the outside perimeter. According to the International Council of Shopping Centres, a regional mall is any mall that is designed to serve a large number of local people and has a gross leasable area of 400,000 sq. ft. (37,000 m²) to 800,000 sq. ft. (74,000 m²) and at least two anchor stores. If they are located in tourist areas, these malls have proven to be good tourist attractions”.

Super Regional Malls: According to News24, (2018) “Although super regional malls - defined as malls with a gross leasable area of more than 74 000 square metres - are seen as major contributors to South Africa's retail industry, footfall has decreased significantly”.

Vertical Malls: According to Gills, (2022) A vertical market is made up of businesses that provide goods and services to customers in a specific industry or niche market. In a vertical market, similar or compatible products and services are developed and marketed to a specific group of customers. Insurance, real estate, banking, heavy manufacturing, retail, transportation, hospitals, and government are examples of broader vertical markets. A product of this vertical market would be a financial application marketed to banks.

Strips Malls: According to Christenses, (2023) A strip mall is a grouping of several stores in the same building that share a parking lot. They typically include stores such as drug stores, small grocery stores, fast food restaurants, and small independent cafes. The structure is usually located at a major intersection in a town or city and is best accessed by car. Bicycling or walking to a strip mall can be difficult due to the high volume of traffic.

Dead Malls: According to Tatum, (2023) Dead malls are shopping centres that have outlived their usefulness. A dead mall, once a thriving place of commerce, usually has an increasing number of empty storefronts and a significant decrease in the number of consumers who shop in the stores that remain open. Several factors, including changes in the economy and a shift in the makeup of the communities surrounding the mall, can contribute to the gradual deterioration of a once-thriving mall.

According to BELL (2020), South Africa has about 2000 shopping malls, a share amongst all provinces with Gauteng having at least 750 malls. Western Cape has the following malls namely. (Wikipedia, 2021).

2.6.1 Western Cape Malls

Table 2.1: City of Cape Town List

Number	Area	Mall Name
1	Bayside Mall	Tableview
2	Blue Route Mall	Tokai, Cape Town
3	Boulevard Square	Brackenfell
Number	Area	Mall Name
4	Brackenfell Centre	Brackenfell
5	Brackenfell Shopping Centre	Brackenfell
6	Canal Walk	Century City, Milnerton
7	Cape Quarter	Green Point, Cape Town
8	Cape Gate	Cape Gate, Brackenfell
9	Cavendish Square	Claremont, Cape Town
10	Cobble Walk	Durbanville
11	Constantia Village	Constantia, Cape Town
12	Delft Mall	Delft

13	De Ville Centre	Durbanville
14	Durbanville Town Centre	Durbanville
15	Golden Acre	City Bowl, Cape Ton
16	Glengarry Shopping Centre	Brackenfell
17	Gugulethu Mall	Gugulethu
18	Greenmarket Square	City Bowl, Cape Town
19	Kenilworth Centre	Kenilworth, Cape Town
Number	Area	Mall Name
20	Khayelitsha Mall	Khayelitsha
21	Langa Junction	Langa
22	Liberty Promenade Mall	Mitchells Plain
23	Middestad Mall	Bellville
24	N1 City	Goodwood
25	Pinehurst Mall	Durbanville
26	Riverside Mall	Rondebosch, Cape Town
27	Sandown Retail Crossing	Bloubergstrand
28	Somerset Mall	Somerset West

29	Soneike Shopping Centre	Kuils River
30	Table Bay Mall	Bloubergstrand
31	Tyger Valley Shopping Centre	Tyger Valley, Belville
32	Vangate Mall	Heideveld
33	Victoria & Alfred Waterfront	Cape Town
34	Village Square	Durbanville
35	West Coast Village	Parklands
Number	Area	Mall Name
36	Westgate Mall	Mitchells Plain
37	Willowbridge Shopping Centre	Tyger Valley, Belville
38	Zevenwacht Mall	Kuils River
39	Eikestad Mall	Stellenbosch
40	Mountain Mills	Worcester
41	Paarl Mall	Paarl
42	Stellenbosch Square	Stellenbosch
43	Garden Route Mall	George
44	Hartenbos Seafront	Hartenbos

45	Knysna Mall	Knysna
46	Langeberg Mall	Mossel Bay
47	Mosselbaai Mall	Mossel Bay
48	Thembaletu Square	George

Source: (Show Me, 2023)

2.6.2 Number of Shopping Malls per Province

According to (Business tech, 2016), these are the following numbers of malls per province as of 2021: Kwa-Zulu Natal (62), Eastern Cape (15), Gauteng (15), Mpumalanga (24), Free State (14), and Limpopo (8). These statistics may have changed by the time of publication.

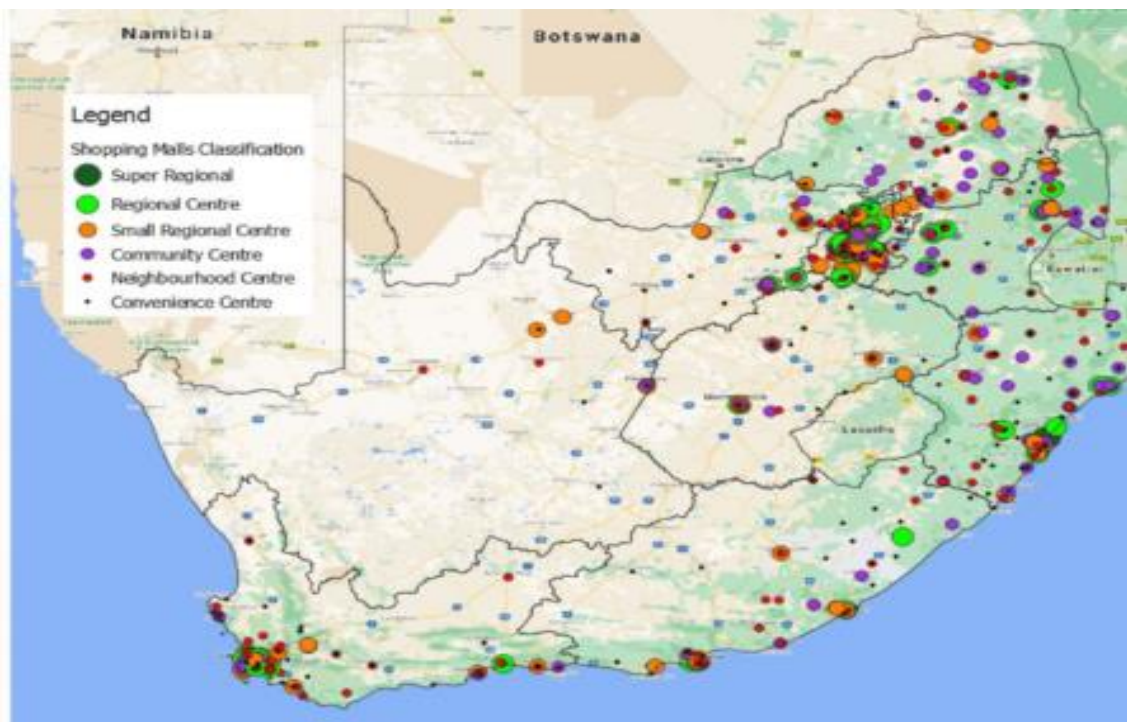


Figure 2.1: Shopping Mall Map Overview

Source: (Craig, 2021).

2.7 History of Township Mall Development

2.7.1 Khayelitsha Mall Background

According to Sikhula Sonke, (2022) One of South Africa's most densely populated townships, Khayelitsha was founded in 1985 and has been around for 30 years. It is located just on the edge of the city of Cape Town in the Cape Flats and is characterised by primarily informal settlements (although there has been an increase in brick structure dwellings). The name is Xhosa for "Our New Home" in English. The majority language in Khayelitsha is IsiXhosa. The ethnic mix is given in the table below.

Table 2.2: Population by race

Race	Percentage
Black	90,5
Coloured	8,5
White	0,5

Source: (Sikhula Sonke, 2022)

The Khayelitsha Mall opened in December 2005 and is still going strong. The mall has a Shoprite, SuperSpar, major banks, and a variety of independent stores and was initially envisaged as phase one of the Khayelitsha Business District (KBD). Khayelitsha Community Trust's Portfolio Manager, Centre Manager, and trainee Facilities Manager oversee day-to-day operations. The tenants ranged from formal to informal businesses.

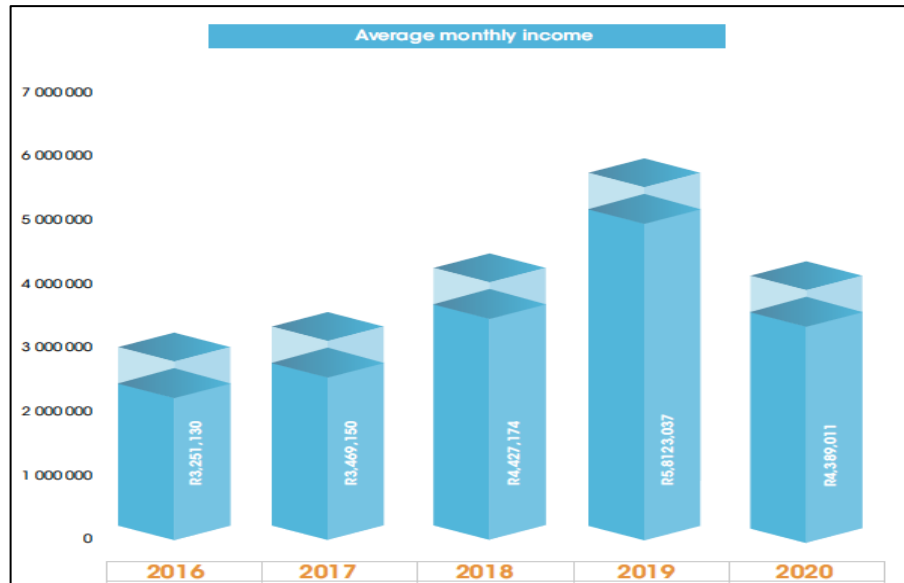


Figure 2.2: The Average Annual Growth

Source: (Khayelitsha Community Trust, 2015).

The Khayelitsha mall is in the Khayelitsha CBD, east of the Khayelitsha Railway Station, southwest of Mandela Park, and northwest of Harare. The amenities listed below surround the Khayelitsha Mall (Khayelitsha Community Trust, 2018).

- Khayelitsha Rail Way Station and a Taxi Rank (Local and Long Distance)
- SASSA (South African Social Security Association) offices providing grand services to the community and the multi-purpose sport and Recreation Centre (which is currently run on an ad hoc basis, with some community members utilising the space for gym activities)
- Khayelitsha Hospital (a new district hospital has been completed) and Municipal Swimming Pool
- Pump house for sewerage and Sport Pavilion
- Home Affairs

The Urban and Regional Planning has planned the following amenities close to the mall

- Services Station, Municipal Office
- Private sector office and building

The Khayelitsha Mall, as it currently stands, is lacking in certain appeal, and a few problems have been brought to light by the community, through the (Khayelitsha Community Trust, 2018).

- The lack of variety of retailers
- lack of parking
- Lack of after-hour facilities and
- no roof covering which exposes shoppers to the elements
- A problematic layout that hinders pedestrian flow, making it less attractive for both shoppers and potential tenants, and
- Operational issues, such as maintenance and cleanliness

The Khayelitsha Community Trust (KCT) Mall offers a diverse tenant mix, offering shoppers a wide range of products and services. The graph below depicts an offering that has successfully met shoppers' needs. An offering that has been successful in meeting the needs of shoppers.

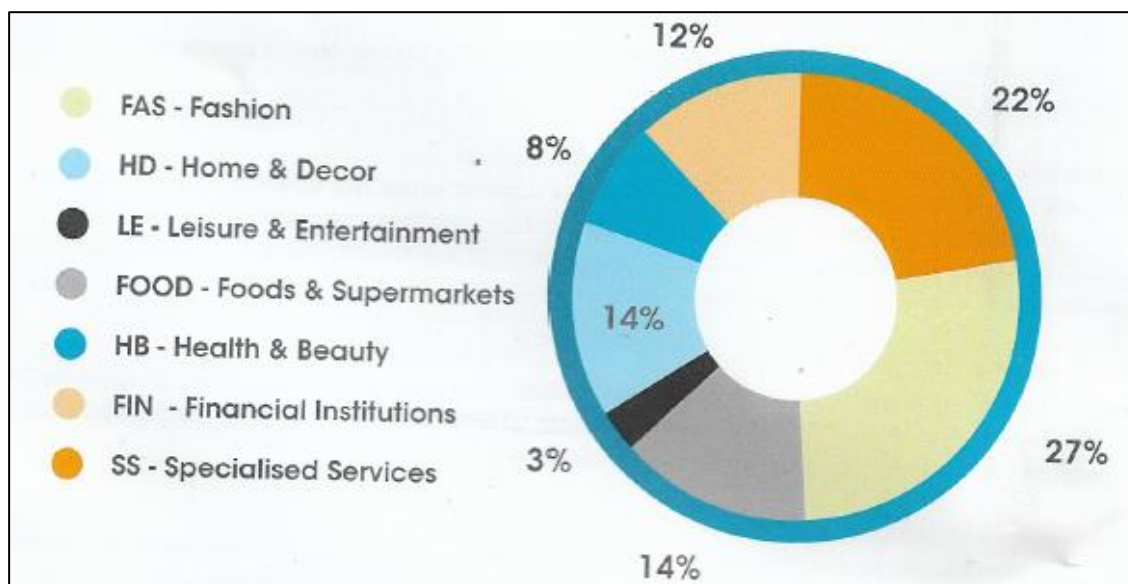


Figure 2.3: Khayelitsha Mall Tenants Mix

Source: (Khayelitsha Community Trust, 2018)

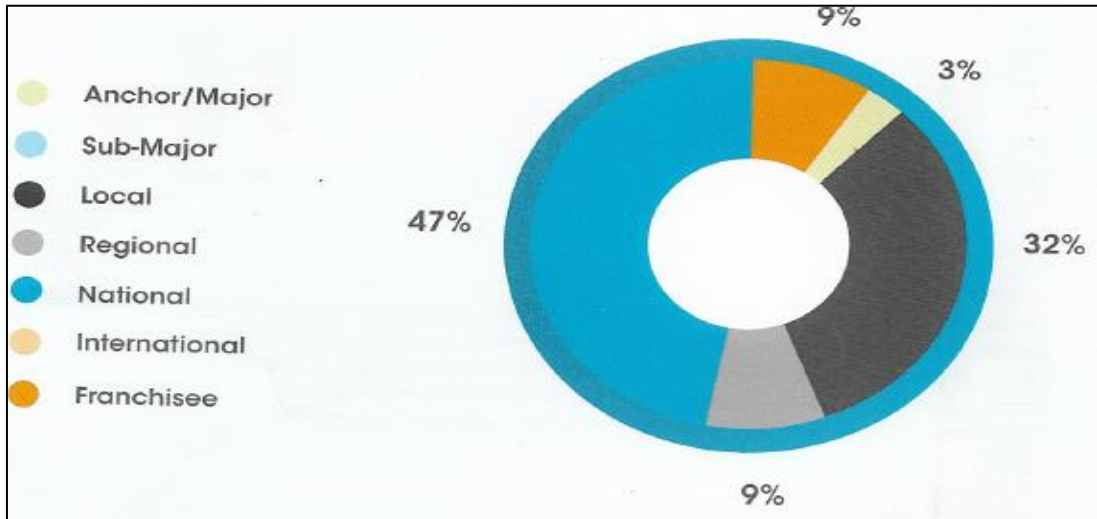


Figure 2.4: Khayelitsha Mall Stores types

Source: (Khayelitsha Community Trust, 2018)

Table 2.3: Khayelitsha Mall SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> • Existing adequate market demands (ownership and rentals) • Large investments (Retail, Health, Public Transport, and Government services, etc.) • Adequate bulk infrastructure • Installed internal engineering services • All regulatory approval in place • Solid regulatory framework in place • Live, work and play environment 	<ul style="list-style-type: none"> • A predominately low-income area • Poor perception of the area • Poor delivery track record • Low consumer education • Small stand sizes • Low skills pool
Opportunities	Threats
<ul style="list-style-type: none"> • Young and growing population • Most of the residents want to remain in the area • Planned mobility corridor (integrated Rapid Transport Link) • Potential Transport Oriented Development beneficiary (Station upgrade) • The rapid increase in income level • Diversity of product offering • Potential to access Socio-economic development subsidies 	<ul style="list-style-type: none"> • Unrealistic community expectations • Political condensation • Competing developments • Poor community engagement plan • Inadequate bulk sewer • Failure to secure subsidy funding • Lack of community buy-in • Crime

Source: (Khayelitsha Community Trust, 2018)

The accessibility of Khayelitsha to the place of work and services is not optimal. The need for travel to long distances in the direction of the Cape Town CBD and other Centres of economic activity in the CoCT constitutes a high cost to Khayelitsha residents. Consequently, commuters mainly make use of public transport. Trains are the cheapest and most popular mode of travelling, while taxis and buses are also significant. There are numerous taxi ranks in Khayelitsha and highly developed internal road networks. In addition, Khayelitsha and the surrounding areas are the focus of a significant level of daily pedestrian movement. Mitchell's Plain, Nolungile (along Lansdowne Road in the north of Khayelitsha) and Nonkqubela (Village of Khayelitsha) Station are three of the busiest seven stations in the entire CoCT, with an estimate 180 000 people passing through these three stations areas in one day (Khayelitsha Community Trust, 2018).

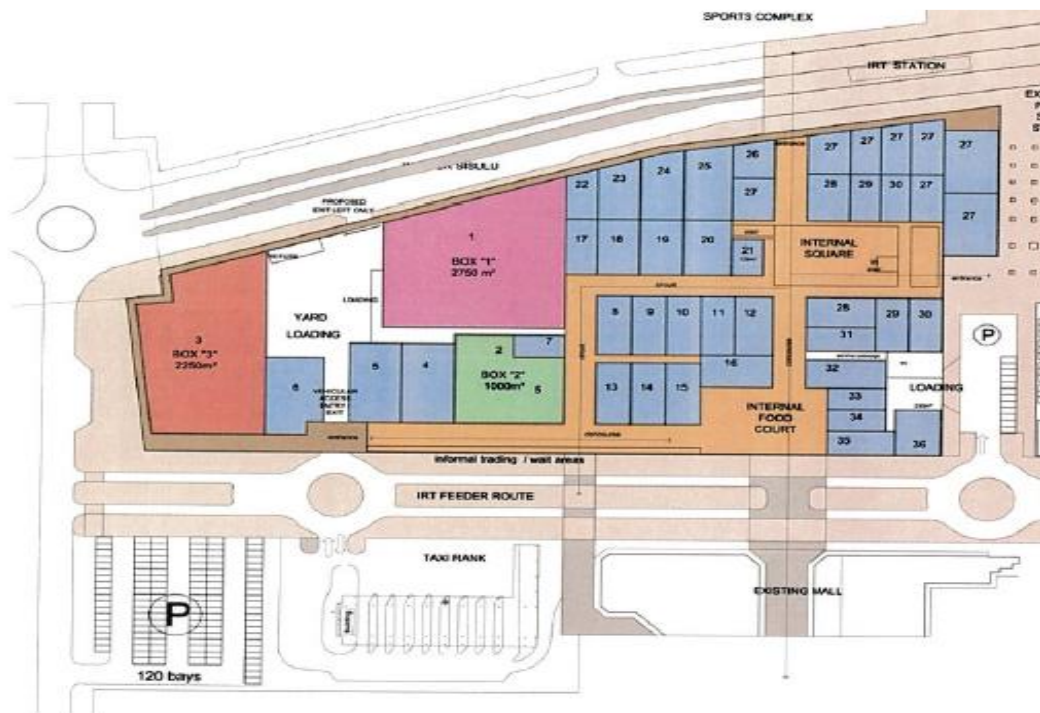


Figure 2.5: Khayelitsha Mall Floor Plan

Source: (Khayelitsha Community Trust, 2018)

Table 2.4: Khayelitsha Mall Foot Traffic

The table below represents the foot traffic counted from 15 to 24 December 2018

Date	Adults		Youth		Physical		Total
	Male	Female	Male	Female	Disabled	Abled	
15-Dec-18	116800	658740	21600	14400	27	811513	811540
16-Dec-18	49784	64800	16800	11200	416	142168	142584
17-Dec-18	265150	643460	16227	10818	317	935338	935655
18-Dec-18	144121	186214	20280	13520	55	364080	364135
19-Dec-18	163778	180386	12540	8360	22	365042	365064
20-Dec-18	55245	55293	30420	20280	15	161223	161238
21-Dec-18	71684	63627	43020	28680	17	206994	207011
22-Dec-18	25261	39200	40500	27000	10	131951	131961
23-Dec-18	4339	6679	44100	29400	515	84003	84518
24-Dec-18	105474	94252	24265	16176	456	239711	240167
							3443873

Source: (Khayelitsha Community Trust, 2018)

2.7.2. Demand for Mall Development in Townships

During the last two decades, the retail environment in South Africa has seen positive change because of open economy commerce. The South African government has implemented these reforms to improve the trade environment. Due to these reforms, large retail groups like Shoprite and Pick n Pay have established outlets in economically challenged townships. Huge retailing organisations in South Africa eagerly anticipate doing business in these areas. In addition, consumers in these historically underprivileged areas were thrilled about the change because they had limited retailing options due to structural problems left over from the old socio-political system. Previously, consumers were underserved by the availability of only the most basic retail services, and small township businesses struggled to stay alive. (Strydom, 2015).

The retail market in South Africa, the 20th largest in the world, is thought to be the most developed in Sub-Saharan Africa. A 2011 assessment found that five corporate groupings—Shoprite, Pick n Pay, Spar, Massmart, and Metcash—accounted for 80% of all wholesale and retail sales services in South Africa, where large merchants compete in an oligopolistic market. (Strydom, 2015).

2.8 Demographic Segmentation

Table 2.5: Population by Gender Race

Khayelitsha Population	Male		Female		Total	
	Num	%	Num	%	Num	%
Black African	188 336	48.1%	198 022	50.5%	386 358	98.6%
Coloured	1 024	0.3%	1 291	0.3%	2 315	0.6%
Asian	164	0.0%	107	0.0%	271	0.1%
White	168	0.0%	159	0.0%	327	0.1%
Other	1 869	0.5%	608	0.2%	2 477	0.6%
Total	191 561	48.9%	200 187	51.1%	391 748	100.0%

Source: (Strategic Development Information and GIS Department, 2013).

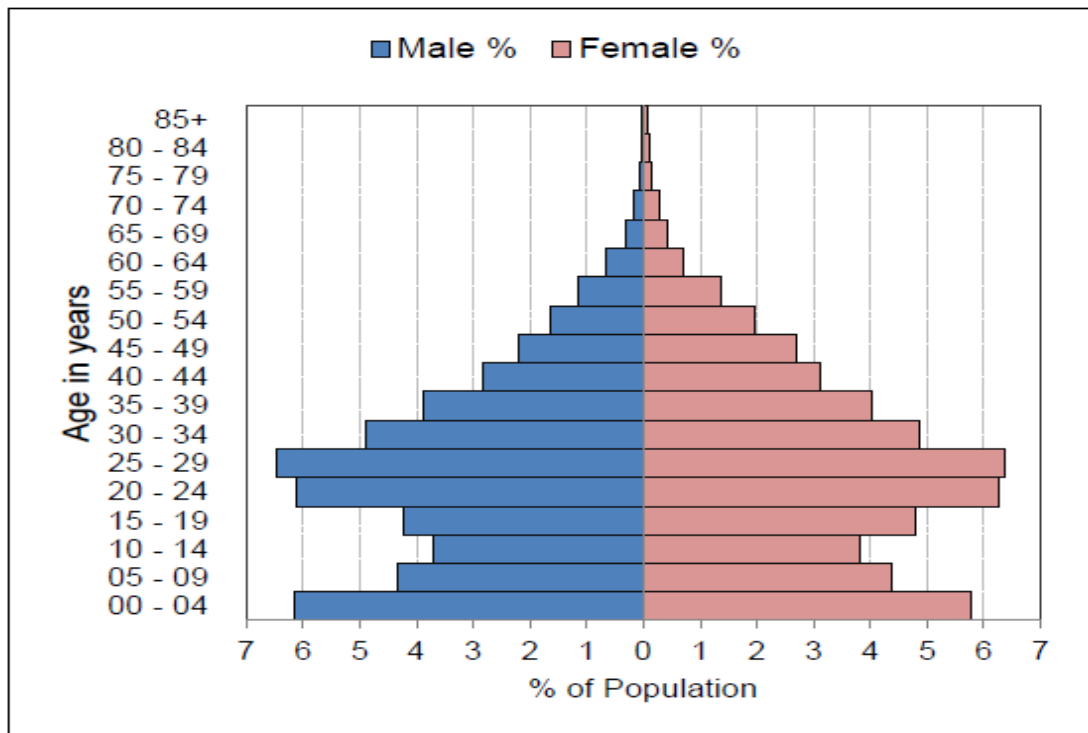


Figure 2.6: Population by Gender Split by Sex

Source: (Strategic Development Information and GIS Department, 2013)

Black Africans dominates Khayelitsha with an almost equal gender split males 48.1% and females 50.5% for a total of 98.6%, which will be our primary target market. With females leading the gender split, the business is better position to pursue direction promotions as women pay more attention direct and personalised marketing.

Table 2.6: Population by Race and Age

Khayelitsha Age	Black African		Coloured		Asian		White		Other		Total	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
0 to 4 years	46 246	12.0%	277	12.0%	26	9.6%	25	7.6%	199	8.0%	46 773	11.9%
5 to 14 years	62 985	16.3%	384	16.6%	40	14.7%	47	14.4%	104	4.2%	63 560	16.2%
15 to 24 years	82 552	21.4%	418	18.1%	61	22.4%	58	17.7%	712	28.8%	83 801	21.4%
25 to 64 years	188 245	48.7%	1 173	50.7%	142	52.2%	182	55.7%	1 450	58.6%	191 192	48.8%
65 years and older	6 330	1.6%	63	2.7%	3	1.1%	15	4.6%	11	0.4%	6 422	1.6%
Total	386 358	100.0%	2 315	100.0%	272	100.0%	327	100.0%	2 476	100.0%	391 748	100.0%

Source: (Strategic Development Information and GIS Department, 2013)

The most dominating age between males and females is between 20-39 years, and this bracket is more involved in economic activities in Khayelitsha, even on the global scale of the economy. This age is our main target market. The age table shows that between ages 24-64 years have the highest population; this group has shown more interest in the economic growth of Khayelitsha. The most employed age is between the age of 20-39 years and or more.

2.8.1 Education Segmentation

Table 2.7: Education levels by race

Khayelitsha Adult Education (for all aged 20+)	Black African		Coloured		Asian		White		Other		Total	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
No schooling	6 066	2.5%	45	3.2%	21	12.3%	18	8.5%	327	16.1%	6 477	2.6%
Some primary	23 613	9.8%	219	15.4%	12	7.0%	9	4.2%	156	7.7%	24 009	9.8%
Completed primary	10 662	4.4%	126	8.8%	9	5.3%	6	2.8%	75	3.7%	10 878	4.4%
Some secondary	114 675	47.4%	651	45.7%	63	36.8%	84	39.4%	768	37.8%	116 241	47.3%
Grade 12	74 442	30.8%	327	22.9%	57	33.3%	51	23.9%	585	28.8%	75 462	30.7%
Higher	11 886	4.9%	51	3.6%	9	5.3%	45	21.1%	81	4.0%	12 072	4.9%
Other	411	0.2%	6	0.4%	0	0.0%	0	0.0%	39	1.9%	456	0.2%
Total	241 755	100.0%	1 425	100.0%	171	100.0%	213	100.0%	2 031	100.0%	245 595	100.0%

Source: (Strategic Development Information and GIS Department, 2013)

One of the critical factors that may have a good effect on economic growth and development is education. Poor levels of education may result in a population with unskilled labour, while high levels of education may result in a population with artisan skills. In addition, highly educated individuals more likely to have higher personal income than less educated individuals in a demographic or region (Strategic Development Information and GIS Department, 2013).

Highly skilled individuals have the option of pursuing an entrepreneurial or employment career. Additional people who want to start their businesses in the population could lead to more job opportunities, new construction, and increased in economic activity (Strategic Development Information and GIS Department, 2013). Through education, more semi-professional and professional abilities are being created in Khayelitsha, demonstrating improvement in academic performance. Due to the amount of education attained.

2.8.2 Employment Status

Khayelitsha is a densely population area where the labour force is currently 65.18% of the 274 798 citizens, with 38.32% unemployed. Most mall customers are often employable since they have degrees and a secondary and tertiary education. Due to the high employment rate compared to the number of unemployed people, the Khayelitsha neighbourhood is a feasible market for Khayelitsha Mall.

2.9 Financial and Economic Population

2.9.1 Income Brackets

Table 2.8: Population by Income by Race

Khayelitsha Monthly Household Income	Black African		Coloured		Asian		White		Other		Total	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
No income	22 080	18.8%	66	13.5%	12	17.4%	15	15.6%	126	15.7%	22 299	18.8%
R 1 - R 1 600	35 355	30.1%	126	25.8%	21	30.4%	21	21.9%	198	24.6%	35 721	30.1%
R 1 601 - R 3 200	29 175	24.9%	87	17.8%	9	13.0%	18	18.8%	192	23.9%	29 481	24.8%
R 3 201 - R 6 400	17 622	15.0%	84	17.2%	9	13.0%	9	9.4%	180	22.4%	17 904	15.1%
R 6 401 - R 12 800	8 388	7.1%	57	11.7%	9	13.0%	12	12.5%	69	8.6%	8 535	7.2%
R 12 801 - R 25 600	3 333	2.8%	45	9.2%	3	4.3%	9	9.4%	27	3.4%	3 417	2.9%
R 25 601 - R 51 200	1 131	1.0%	18	3.7%	3	4.3%	3	3.1%	12	1.5%	1 167	1.0%
R 51 201 - R 102 400	135	0.1%	0	0.0%	3	4.3%	6	6.3%	0	0.0%	144	0.1%
R 102 401 or more	144	0.1%	6	1.2%	0	0.0%	3	3.1%	0	0.0%	153	0.1%
Unspecified	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	117 363	100.0%	489	100.0%	69	100.0%	96	100.0%	804	100.0%	118 821	100.0%

Source: (Strategic Development Information and GIS Department, 2013).

Table 2.9: Labour Force Indicators by Race

Khayelitsha Labour Force Indicators	Black African	Coloured	Asian	White	Other	Total
Population aged 15 to 64 years	270 798	1 590	201	237	2 160	274 986
Labour Force	176 280	927	126	147	1 755	179 235
Employed	108 735	639	102	105	1 512	111 093
Unemployed	67 545	288	24	42	243	68 142
Not Economically Active	94 518	663	75	90	405	95 751
Discouraged Work-seekers	11 061	90	9	3	36	11 199
Other not economically active	83 457	573	66	87	369	84 552
Rates %						
Unemployment rate	38.32%	31.07%	19.05%	28.57%	13.85%	38.02%
Labour absorption rate	40.15%	40.19%	50.75%	44.30%	70.00%	40.40%
Labour Force participation rate	65.10%	58.30%	62.69%	62.03%	81.25%	65.18%

Source: (Strategic Development Information and GIS Department, 2013)

Malls target income brackets between R6400 and above because they have more disposable money and can afford our products. An income bracket defines disposable income and affordability. The target demographic for malls falls into this range and can afford to shop at least once or twice every month. Since consumers know the

competitive competitor's low prices, effective advertising will be needed to draw them in and get them to spend.

2.9.2 Gross Domestic Product

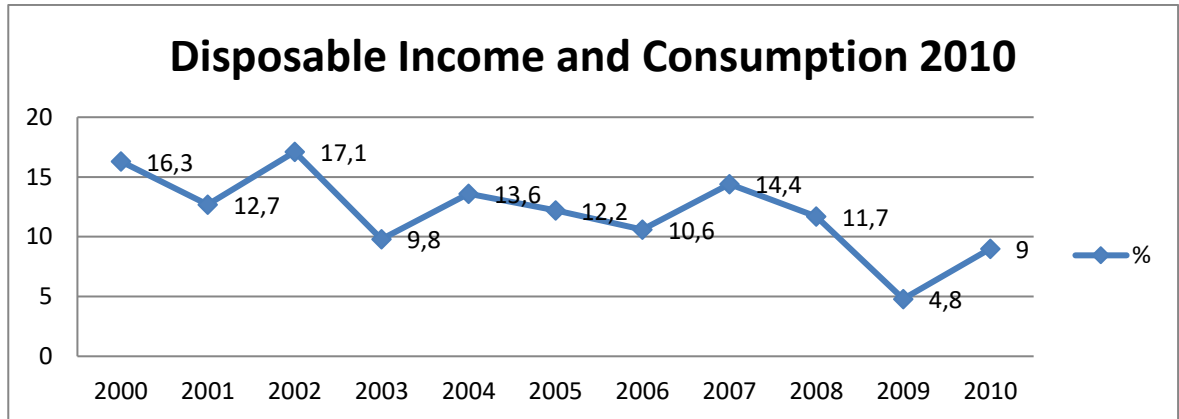


Figure 2.7: Disposable income and consumption 2010

Source: (Strategic Development Information and GIS Department, 2013)

Due to an increase in international customers brought on by the 2010 FIFA World Cup, Khayelitsha's gross domestic product increased in 2010 from a 4.8% decline in 2009 to a 9% increase. Khayelitsha is becoming a more structurally sound and economically dynamic neighbourhood because of the rapid growth of its businesses.

2.9.3 Living Standard Measures (LSM)

Planning professionals frequently utilise Living Standard Measures (LSM) to determine demand, create marketing strategies, and carry out media campaigns. However, mapping offers a method to get more information from this instrument. Most business professionals know that the LSM categorises consumers into ten groups based on the home assets they access. Numerous organisations, including the World Bank, have actively promoted the use of home assets as a proxy for household wealth (Schwabe, 2021). The LSM tool is used to classify populations according to their standard of living, using factors including education, geographic location, disposable income, assets, ownership of autos, and other significant values like consumer goods. (Margaret and Ngqinani, 2020).

According to (Margaret and Ngqinani, 2020), they have differentiated LSM below

LSM 1 – 4 (Least access to wealth)

- Low educational attainment (less than primary and some high school education)
- Most people live in rural or urban areas that are underdeveloped, not in suburban areas. Residing in a modest housing box with some essential amenities (government house skim or shack)
- The low-wage range is R1363 to R3138.
- Media: minimal access to radio and television programs, marketing, and other communication, and minimal inside and outdoor events.
- No additional security service owing to cost or the location of the residence.

LSM 5 – 7

- Educational background (high school education and some higher education)
- Most people live in less developed urban or rural locations rather than suburbs, yet they can afford some modest rental houses.
- Living in a simple home with some basic infrastructure (if you can afford it, rent specific properties for security).
- The lowest pay grade is between R4165 and R11263.
- Media: limited events for both indoor and outdoor spaces, as well as access to radio and television programs with better access than LSM 1-4. able to access additional channels, pay for some newspapers, and communication channels
- Can afford some minimal additional security service owing to cost or location of residence

LSM 8 – 10 – Most access to a wealth

- Highly educated people with at least a high school diploma
- Salary between R13210 and R32 521 or above
- Media: access to media platforms at any time

- General access to security measures, ownership of various savings accounts, ownership of some valuable household assets like cars, furniture, and appliances, and the ability to afford some indoor and outdoor leisure activities.

Over the past few years, Khayelitsha has gradually advanced from LSM 1-4 to LSM 5-6. The house in Khayelitsha is gradually changing from a shack to a decent brick house, and the water and sanitation structure has improved since it was incubated. Many local and foreign companies are beginning to invest in appropriate infrastructure, including malls, hospitals, and educational institutions, as well as in local companies and other amenities.

2.10 The Physical Configuration of Shopping Malls

Market research, which includes LSM surveys, can help assess whether the mall's surroundings are suitable for it. It is crucial to comprehend the rivals around and, in the area, (or in some cases, the entire city). The market study outlines the characteristics that should be incorporated to make a mall a destination, the types of malls (Open Air, Enclosed, or Hybrid Malls) that should be developed in a location, and the merchants that must be invited to sell there (Shah, 2021a).

2.10.1 Open Air Malls

Parking is typically in front of the stores in open-air malls, typically built in a row format or layout that operates as a unit. Most of these open-air parking spaces are not enclosed. Instead, malls open to the elements have walkways covered by canopies (Pitt & Musa, 2009).

The cluster shape and its modifications have facilitated the rise of new classes of centres, including the lifestyle centre, whose physical layout and open atmosphere serve as differentiators. The linear layout, where retailers sit side by side in a long and narrow row of stores, gave rise to the term "strip centre," which has historically been used to describe the open-air configuration (Pitt and Musa, 2009).

2.10.2 Close air malls

An enclosed complex comprising a variety of shops, including those offering dining, entertainment, leisure activities, and other types of businesses, is known as a closed-air mall. The complex's ground floor or covered parking is typically available (The McGraw-Hill, 2012).

2.10.3 Hybrid malls

This style of shopping centre incorporates elements from two or more distinct kinds of malls. Some of the most popular hybrids include value-oriented mega-malls, which combine mall, power centre, and outlet elements. Also, power-lifestyle centres, which combine lifestyle centre and power centre elements, and entertainment-retail centres, which combine retail uses with megaplex movie theatres, theme restaurants, and other entertainment uses (Pitt and Musa, 2009).

2.11 Different Types of Shopping Malls

2.11.1 A Neighbourhood Mall

A small shopping centre that serves the needs of a particular neighbourhood. They often have a pharmacy or a grocery store as an anchor and are frequently arranged like a strip mall. The shop space in these malls ranges from 30,000 to 150,000 square feet. Additionally, they provide service in a three-mile area (SA-Retail, 2015).

2.11.2 A Community Mall

Renowned for being practical and situated close to residential areas. They were designed for those who reside in a little bit awkward or far-flung places from the city central business district (CBD). The operating hours of community malls, also known as shopping complexes, are from 8 a.m. until 8 p.m. at the latest (Costann Investments, 2020).

2.11.3 A Regional Mall

A regional centre is a kind of shopping centre intended to serve a considerably greater area than a regular shopping mall. It may offer significantly larger storage space and serve several consumers simultaneously (SA-Retail, 2015).

2.11.4 The Superregional Mall

A vast shopping mall. Over 800,000 square feet of gross leasable space make up this building (SA-Retail, 2015).

2.11.5 A Fashion Mall

Premium shops and clothing businesses that cater to wealthy or accessible clientele are frequently found in shopping malls. Additionally, there is a retail space between 80,000 and 250,000 square feet (SA-Retail, 2015).

2.11.6 A Power Mall

A sizeable mall with numerous anchor stores. They have a large trading region of 5 to 10 miles and store space ranging from 250,000 to 600,000 square feet (SA-Retail, 2015).

2.11.7 Festival Mall

In these shopping centres both the architecture and the individual stores adhere to a clear and consistent concept. They are typically found in urban areas and serve a large number of tourists (SA-Retail, 2015).

2.12 Mall Appearance

Malls now serve as symbols of a certain kind of community or setting. As a result, they are no longer simply a block of glass. Building envelopes have advanced, aesthetically, and sustainably, resulting from innovations in façade design over the last decade. However, going to the mall must become more than just a shopping trip, socialising has become a popular part of a social outing. Social spaces like megastores and enormous retail malls are physical venues that enable people to reconnect with one another, much

to how the internet has virtually brought people closer together. People like to spend their time there for three primary purposes: entertainment, dining, and relaxation (Shah, 2021b).

Shopping centres ought to have a unique identifier that surprises their patrons. The mall's distinctiveness should be included in the interior design, decorations, building structure at the entrances and exits, or unusual events that will encourage visitors to visit the mall for purposes other than shopping. Customers should explore the mall's many offerings when they get there. In many cases, malls lack the distinctiveness to draw in and keep repeat business (Shah, 2021b).

2.13 Mall Accessibility

When planning a mall, it is critical to consider how easy it will be for customers to get in from all directions. Depending on the size of the mall, it is critical to have as many entrances and exit doors as possible for customers to use. These doors must be prominently labelled with numbers or letters of the alphabet to assist customers.

It is estimated that 3,9 million individuals travel around using mass transit. Taxis account for above 63 per cent of all work-related trips on public transit, while buses and trains account for 22 per cent of trips. Along with the 2.5 million people who use minibus-taxis as a primary mode of transportation, additional 325,000 commuters use taxis as a feeder mode to those other forms of public transportation. In addition, 30% of families in the Republic of South Africa devote more than 10% of their income to public transportation (Arrive-Alive, 2020).

Due to Living Standard Measures (LSM), people who use public transportation are more likely to visit Township malls. Therefore, when designing the mall, the mall planner must consider the design of public transportation (buses and minibus taxis), parking closer to the mall and accessibility by trains.

2.14 Mall Spacing and Layout

When designing it is most important to consider floor spacing and layout. Physical environment design has the power to promote or discourage physical activity. For example, if a person enjoys their time spent walking in a particular area, this may be a key factor in luring them back. Walkability is responsive to planning and policy initiatives

and has been connected to walking behaviour and positive health effects. There are several ways to quantify walkability. However, the majority were designed for usage in warmer regions and do not consider winter walkability, which is essential for pedestrian comfort and safety (Wiwjorra L, 2017).

2.15 Mall Footfall Flow and Dwell Time

Retailers gauge mall foot traffic by counting the number of individuals who pass a particular location at a specific time. Information gathered on such points is used to calculate rentals, help stores understand customer flow, and do other things. Seasonal variations in foot traffic vary by day, week, and month, and this may influence information variation and fluctuation on various periods. Footfall can refer to a variety of things. In some cases, it refers to the number of people entering a space, while in others, it refers to the total number of people arriving and leaving (Spearpoint and Hopkin, 2020). Groups of retail units can be measured at a mall where numbers are gathered at entrances and/or in common areas, or individual retail outlets can be measured manually or mechanically.

The technology used to count foot traffic can generate false statistics; for example, two customers may be tallied as one or a customer pushing a trolley may be counted as two. However, these situations can be handled by error calculation. Dwell time is the time a consumer spends in a retail establishment. Dwell time affects footfall values (Spearpoint and Hopkin, 2020).

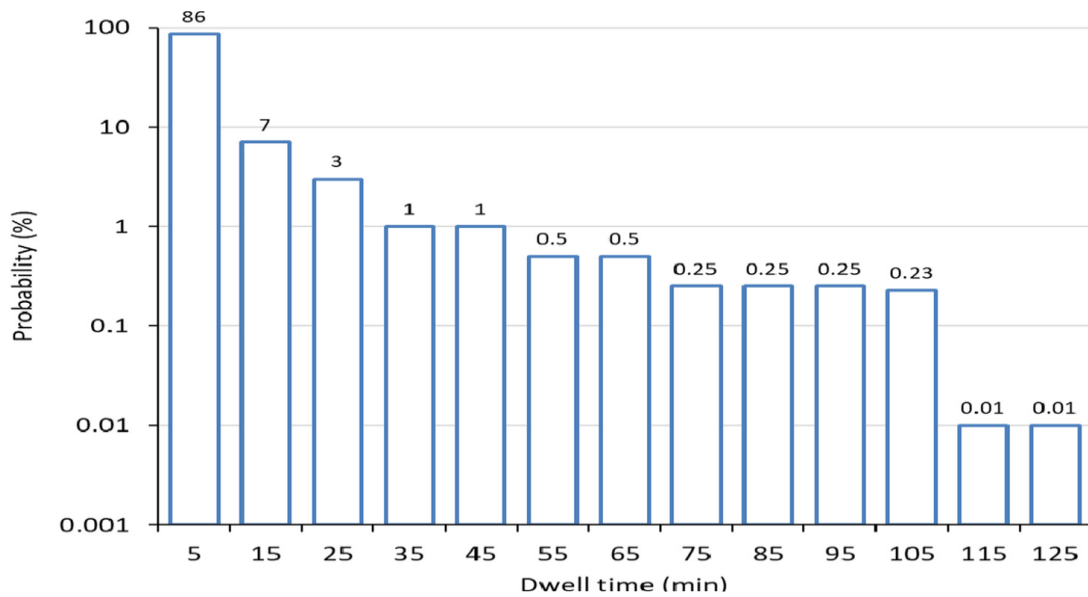


Figure 2.8: Dwell time in mall

Source: (Kawaguchi *et al.*, 2016)

Footfall count depends on how many people visit the current point of interest and how the flow channels are arranged. Low occupancy rates will result in low footfall values because fewer persons are counted. It might be claimed that areas filled to the point of physical impossibility will have low footfall values since individuals will be essentially immobile. The footfall is at its maximum when there are enough flow channels and crowding levels to let those flow paths be used. These outcomes resemble specific flows via doors. It is likely that some of the people did not enter any of the retail units in the region of interest, which only makes up a part of the entire shopping mall, given that the footfall data is for people traveling through the common spaces rather than whether they enter a retail unit or not (Spearpoint and Hopkin, 2020).

2.16 Mall Ventilation Systems

Through ventilation, breathing air from the outside can be processed and dispersed throughout a structure or building. The ventilation systems removed the chance of impurities in the building while allowing for clean air (Atkinson *et al.*, 2009).

Due to mounting market pressure, the retail centre industry has been seeking to include energy-efficient technologies into its new designs. A recent development in areas with a mild climate is using naturally ventilated semi-outdoor corridor or street portions that are naturally ventilated but have a semi-transparent roof to control solar radiation and prevent rain. In some ways, this harkens back to when shopping malls could only use

natural ventilation. This trend was prompted by consumers who preferred an outdoor experience more analogous to the traditional small, cramped street retail spaces (Kusumarini, Sherlyde and Thamrin, 2012).

2.17 Mall Layout- Exit- Entrance Doors

Mall designer must distinction between the outside and inside functions because when consumers or patrons visit a mall, the entrances and exits are the first things they notice. Customers form initial impressions and can quickly establish a mood based on what they have experienced. Therefore, any mall's design needs to be well thought out. For example, well-lit murals portraying the mall's theme can be used to exhibit the grandeur of the mall by giving it the appearance of fountains (Shah, 2021b).

To accomplish potentially incompatible duties, such as enabling controlled access by employees or residents while restricting entrance to unexpected callers, some private offices or residential premises may need a building entry. Other entries, like those in some large retail establishments, may provide unrestricted access to everyone by leaving doors open all day (Kusumarini, Sherlyde and Thamrin, 2012).

Unrestricted access is provided through some entrance doors; however, they are kept closed to conserve energy and lessen traffic noise intrusion. Therefore, when an entrance to the mall is designed, many variables must be considered to ensure that everyone eligible to enter the building can do so comfortably and independently, on the other hand, internal doors can enclose a room or establish a strong barrier between adjacent areas for security, privacy, and noise reduction (Kusumarini, Sherlyde and Thamrin, 2012).

- Both the inside and exterior entrance doors have enough space.
- The entrance is conspicuous and prominent.
- The entrance was designed in a worldwide style.
- There is a canopy or a door recess for weather protection; entrance thresholds are level or no higher than 10mm high, with a chamfered, pencil-rounded, or stepped design (Kusumarini, Sherlyde and Thamrin, 2012).

2.18 Mall Entertainment Amenities

Numerous causes contribute to the issues malls face, including identical offers, department store mergers, changes in living standards, and a steadily declining level of consumer interest. Mass merchandisers, power centres, and online retailers are just a few of the aggressive new competitors endangering the mall industry's survival. To pique consumer interest in visiting physical malls, malls have plans for bringing extra-mural activities such as restaurants, theatres, amphitheatres, museums, and other unique attractions. These initiatives aim to reposition mall entertainment, lifestyle, and recreational offerings (Lots et al., 2010).

On the other hand, shopping centres are growing into more prominent, more varied places of experience that act as their own mini village within cities, and as a result, they are becoming more and more well-liked as gathering spots. Along with a wide variety of retailers and concept stores, one may find a wide choice of entertainment and leisure options, including theatres, fitness centres, and bowling alleys. As a result, distinctive lighting designs are needed to produce warm settings (Leu, 2021).

Outdoor shopping centres come naturally with this setting due to their potential to transform a tedious task, like grocery shopping, into a fun family outing. While their parents go shopping, the children can play in the nearby park. Moreover, these places are ideal for gathering with friends for coffee or fast food (Shah, 2021b).

Retailers can be strategic and creative by using the physical attributes of mortar bricks malls by creating hangout spots with easy access to the mall. However, some malls failed to adapt to creativity leading customers to lose interest and look for better options (Panichpathom, 2016).

Retailers modify music to appeal to a specific demographic. For example, teen-oriented music is being played over the speakers at full volume. While the teenagers like this setting, the wealthy parents regrettably leave. Because music can provoke a wide range of emotions, businesses will purposefully choose songs to influence clients' feelings, preventing them from making informed purchasing decisions. Music is a very competitive tool for entrepreneurs. This can be observed by nothing what songs or musical genres are playing in a business upon entering. The right music can positively impact many things, including customer emotions, retail environment, brand image, and personnel well-being. Slower music, on the other hand, keeps people in the store longer

and generates more sales because faster music entices customers out of the establishment sooner (Moseley Eletronics, 2017).

The purpose of malls is to provide ample, self-contained shopping and entertainment spaces where customers are expected to spend much time browsing and making purchases. Everyone benefits when sunshine is used effectively as a free illumination source and is purposefully included in the planning process. Based on a thorough examination of the available natural light, various zones that offer various levels of natural light can be identified. Artificial lighting can be avoided in the location that receive enough natural light during the day. Adequate levels of artificial lighting can be provided in areas with insufficient natural light to ensure agreeable levels of brightness throughout the mall. Intelligent control systems can change the lighting according to the time of year and the weather. Unlike the autumn and dark winter months, summer days require far less artificial light. Significant cost reduction can be attained by using additional energy-efficient, long-lasting light sources (Leu, 2021).

2.19 Mall Products and Service Offering

As previously mentioned by (Shah, 2021a) , malls have evolved into more of a gathering place for people than a place for traditional buying and selling. Whether for gatherings of friends and family, business meetings, or vacation destinations, malls have taken on a role similar to the internet in bringing people together across great distances. Due to the entertainment options available, people choose to spend time there.

Providing excellent customer service is one tactic to minimise the cost of acquiring new clients, increase customer satisfaction and loyalty, and promote business success (Panichpathom, 2016).

While shopping malls represent technology-driven business outlets and lifestyle centres in urban areas, local markets are ethnic meeting places. Moreover, there is an increasing demand for improved shopping experiences due to the rapid development of middle classes, income levels, and brand awareness in developing nations (Diallo *et al.*, 2018).

On the other hand, consumers in developing countries frequently find it challenging to evaluate the level of customer care provided by new offerings like malls and instead place a perceived value on the mall as fundamentally distinct from traditional commerce.

Modern commerce in malls offers self-service and direct access to goods, in contrast to traditional retail, when shopkeepers distribute items over counters. Therefore, customer satisfaction may be impacted by the mall's offerings' calibre or perceived worth in line with previous work (Diallo *et al.*, 2018).

2.20 Mall Management and Employees

Shopping malls are a common sight throughout the world. In addition to being places to shop, they have developed into places where people go to try new things, mingle with others, and spend their leisure time. These public spaces serve multiple purposes and offer various of services, entertainment, and retail options. The newest trends and customer preferences are considered as shopping malls undergo constant renovation and modification to satisfy evolving needs (Kunc *et al.*, 2022).

It is believed that a shopping centre's management impacts on its performance. This is because shopping centre managers must consider not just the demands of their patrons and staff, but also the needs of specific businesses or tenants. The fundamental tasks of management in general include organising, administering, coordinating, and monitoring. Therefore, the main requirements for the shopping centre's long-term competitive advantages and full potential utilisation are management tasks and proper marketing initiatives (Kunc *et al.*, 2022).

2.21 Mall Maintenance Management

Shopping centres rank among the most challenging and time-consuming instances of facility upkeep due to the daily influx of thousands of customers and hundreds of automobiles. Site management is necessary since they span large regions to maintain the facilities' structural integrity and compliance with health and safety regulations. The constant flow of deliveries and consumers cannot be stopped, but the gradual deterioration of parking lots most certainly can be (Simmerman and Lubach, 2017).

2.22 Maintenance

Table 2.10: Four ways to Address Maintenance

Comparison of maintenance approaches				
Tactic	Overview	Cost to Execute	Pros	Cons
Reactive Maintenance	If something breaks, fix it.	Low	Ideal for low-importance equipment	This may result in astronomical repair expenses.
Preventive Maintenance	Routine maintenance in accordance with a plan	Average	The most effective plan to use without special knowledge	The occurrence of "PM creep" without optimisation
Predictive Maintenance	Work orders are generated via condition-based monitoring.	High	Timely and well-informed surveillance. A deeper understanding of what causes failures	It might be costly to set up
Reliability-centred Maintenance	Analysing failure mechanisms to choose the optimum maintenance approach	Highest	Delivers the most effective maintenance program when properly carried out.	Requires effort, knowledge, and money to be successful.

Source: (Arbour, 2019)

2.23 Mall Parking

Besides money and credit cards, parking is the most important intermediate good in the modern economy. The number of malls in the U.S.A. is somewhere around 100,000. Parking takes up more space than retailers in a typical retail mall, which has four to six parking spaces per 1,000 square feet of gross leasable area (Hasker and Inci, 2014). Therefore, the availability of parking is a key consideration when choosing where people will spend their day. Brightly lit parking lots staffed by security guards are available at malls, theme parks, hotels, and even government-driven initiatives like smart cities ensure the protection of both customers and vehicles. For automobile

owners, a mall is first encountered in the parking lot. Therefore, a clean, convenient parking lot is advantageous to the establishment. Depending on parking management, technology, cleanliness, and security, first impressions can be established or ruined (Kumar, 2019).

Many malls charge flat rates every week, while some offer free parking and others reduce parking fees based on how much a consumer spends. In order to accommodate the increased foot traffic during the weekend, several malls increased parking fees (Kumar, 2019). The design development process should include precise parking layouts as a vital step. When there is a little site area, basement parking is always chosen. It should be built with the mall's orientation in mind so that both vehicular and foot traffic moving in the same direction. These days, valet services are a common option at many malls. The parking lot arrangement should include landscape islands and medians as well as connected networks of pedestrian walkways (Shah, 2021a).

2.24 Conclusion

In conclusion, one of the most significant changes in the South African retail landscape over the past few decades have been the expansion in the number and size of retail shopping complexes situated in or close to residential areas. Consequently, the value of surrounding residential properties could be affected by both the positive and negative externalities these shopping centres could produce (Sale, 2017).

South Africa still has a reasonably tiny tenant pool, and township malls usually have one or two food establishments as their focal point. Landlords typically include fast food retail, value fashion retail, and services like banks and cell phone shops depending on the size of the centres (Haggard, 2015).

Retail malls are rapidly sprouting up all over the townships due to of the township residents' significant rise in family income. Black household spending increased from 35% in 1993/4 to 57% in 2013/45 as a per-centage of South Africa's total "expenditure cake." Due to Apartheid more than 2,200 township in South Africa have had a significant economic impact on the country(Wijnberg and Van der Vegte, 2015).

Despite their higher incomes, according to a 2007 Glue Metric survey, nearly 75% of middle-class residents in townships either plan to remain there for a time (29%) or consider those locations their home and have no intention of moving (43 per cent) 7.

Shopping centre development has also been aided by unprecedented urban sprawl. Urbanisation rose from 52% in 1952 to 63% in 2014, and by more than 68-70 in 2030 (Wijnberg, and Van der Vegte, 2015).

Small businesses find they are more susceptible to trade and shopper flow diversion when they tend to stay put despite the construction of a new mall; local business owners in South Africa who are close to newly built malls are allegedly under intense competitive pressure from the country's rapid mall development and could "join the ranks of the unemployed (Wijnberg, and Van der Vegte, 2015).

The impact of mall growth on the operations of neighbouring local businesses was investigated in Soshanguva, a community 25 kilometres north of Pretoria, where two malls were erected in 2006. A new shopping centre was built within five kilometres of 100 small formal and informal businesses. Of these, 61 per cent indicated a drop in profitability, 66 per cent reported a decline in turnover, and 47 per cent reported a decline in the number of small shops. The shops closer to the mall also reported more significant effects on sales, earnings, inventory size, product choices, and average survival rates (Wijnberg, and Van der Vegte, 2015).

This chapter goes into detail about the following topics: town planning, various shopping centre types, market segments, mall appearance, mall accessibility, mall space and layout, foot traffic and dwell time, ventilation system, entertainment amenities, mall layout exits-entrance doors, mall product and service offerings, mall management and employees, mall maintenance, and mall parking.

The procedures used to collect and analyse data for research are covered in the following chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter will further discuss collecting raw data to analyse this research topic. There are limited research studies conducted specifically on the phenomena. The research design has been briefly and discussed in the first chapter of this research and will employ a mixed-method approach.

Aligned with the positivity paradigm, this has allowed observing customers' behaviour and drawing raw research analysis, leading to further discussions and conclusions. Further supporting observation analysis, the research will engage through face-to-face interviews, distributions of self-administered questionnaires, and the of tenant's historical data to make a summary analysis. Again, this allowed unbiased information to be collected.

The research onion in the below figure has simplified the research journey.

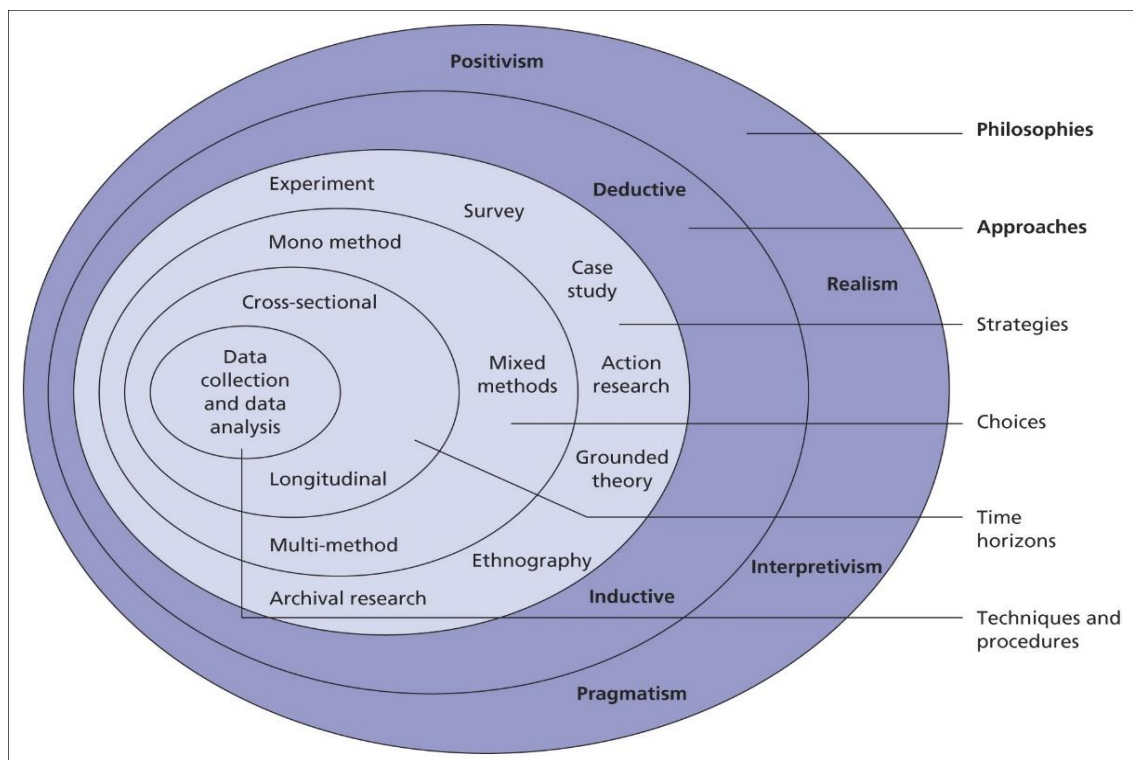


Figure 3.1: The research onion

Source: (Saunders & Lewis 2012)

3.2 Study type

Survey-based data collection has been utilised to study this phenomenon. Interviews, observations, and questionnaires were organised to get more data about this study's objectives. For this research in the questionnaire, a combination of closed-ended and open-ended questions was utilised to elicit more data. The methods commonly used for quantitative research include cross-over comparative experimental design, replicated cross-sectional design, trend studies, cohort studies, panel studies, blind studies, and double-blind studies.

3.3 Qualitative and Quantitative Paradigm

Research Articles, (2019) explained the major paradigm namely positivism, constructive, critical theory;

- **Positivist paradigm:** based on human behaviour, experiments and reasons certain behaviours
- **Constructive paradigm:** is based on actual experience, being actively involved in a specific incident.
- **Critical theory paradigm:** based on theory and practice seeking to change to theoretical developments.

The positivist paradigm has been associated with the research by the researcher. The positivist paradigm is chosen because it enables the researcher to observe how shoppers behave inside the current Khayelitsha Mall while they shop and move about the facility. The researcher has disseminated self-administered questionnaires that include both closed-end questions and opened-end questions as support for observation.

3.4 Quantitative and Qualitative Research

Research design is a strategy used to collect information. In this research, a mix of different research designs will be used to gather information namely qualitative and quantitative approaches. As mentioned in chapter one the quantitative methodology will draw implications from the selected group and the qualitative method will draw in-depth knowledge about the selected group's episodes. The mixed method will balance

the correlation between quantitative and qualitative information, which will be collected during the research period.

3.5 Quantitative Research

In this section researcher will explain and link research designs, methods and sampling with current research topic. Fleetwood, (2022) explains that includes collecting and analysing numerical data. It is mostly preferred to identifying trends, and averages, making predictions, testing relationships and generalising results for large populations.

3.5.1 Quantitative Research Designs

- **Exploratory Studies:** aims to seek new insight, ask new questions and assess topics in a new light (Saunders & Lewis, 2012).
- **Descriptive Research Design:** research seeks to describe a person, event, or situation accurately (Saunders & Lewis, 2012).
- **Correlational Research Design:** is a non-experimental design, a single group of a unit of analysis is obtained preferably randomly (Mitchell, Kruger and Welman, 2009).
- **Quasi-experimental:** are studies that have certain characteristics of experimental designs but that do not fulfil all the internal validity requirements.
- **Experimental Design:** there are two types of experimental research design laboratory experiment (takes place in a laboratory) and a field experiment (occurs in real-life setting, such as in a workplace or retail space) (Bryman and Bell, 2014).

Descriptive research design was employed by the researcher. Although descriptive research tends to be more qualitative, the techniques employed to get the data are numerical. Quantitative information that has been gathered for this study includes information on the mall's finances as well as its physical attributes, including how much space is used and how many parking spaces there are. It also includes information on the tenants the mall has, as well as information on entertainment options, food court design, safety and security features, and more. In addition to administering questionnaires and observing customer behaviour while conducting mall shopping in various weather conditions.

3.5.2 Quantitative Research Sampling

Chetty, (2020) explains the below probability and non-probability sampling

- **Probability Sampling**
 - **Simple Random Sampling:** random selection of the participants from huge population. Each element in the population has an equal and independent chance of selection in the sample.
 - **Systematic Sampling:** regularly chooses people from the population. good for a small population. use when a researcher has the time and resources. has to do with a sample frame. There is not much variation in the properties of the units.
 - **Stratified:** A population is first divided into smaller groups based on the characteristics that members share, and the final sample is then chosen at random from among these groups. Appropriate for populations with a wide range of characteristics.
 - **Cluster Sampling:** Participants who best represent the population as a whole are grouped together and added to the sample. suitable for a sizable population and useful when the researcher only has a small budget and time.

(Chetty, 2020)

The researcher has employed simple random sampling for this study, participants will be selected randomly when they visit Khayelitsha Mall. As explained simple random sampling each element in the population has equal and independent chance to be selected to participate.

3.5.3 Quantitative Research Methods

Fleetwood, (2022) explains the below quantitative research methods

- **Data Analysis:** using related or existing information to analyse before collecting feedback from the participants
- **Experiment:** involves modifying and applying one or more independent variables to one or more dependent variables in order to determine the impact of the former on the former as explained by Formplus Blog, (2020).

- **Survey (Closed-ended questions):** distributing structure questionnaires which are closed-ended, with yes/no answers, single choice, numerical range multiple choice and quantitative observations.
- **Correlation:** examines the connections between two or more variables and this study is not experimental, no variables are changed (Cherry, 2022).

The researcher has used the existing information gathered from the tenants and mall management about the Khayelitsha Mall, relevant information has been used to support the research findings. Self –administered questionnaires were distributed to all selected participants.

3.6 Qualitative Research

In this section researcher will explain and link research designs, methods and sampling with current research topic. According to Bhandari, (2020) To better comprehend ideas, opinions, or experiences, qualitative research involves gathering and evaluating non-numerical data (such as text, video, or audio). It can be utilised to uncover intricate details about a situation or to spark fresh study concepts.

3.6.1 Qualitative Research Design

- **Ethnography:** study and appreciation of human interaction and communities through immersion, direct participation, and observation within the target community. It includes the following methods type of observations participant, non-participant, structured, unstructured, simple, and contrived observations.
- **Narrative:** focus on speech and content such as grammar, word usage and story themes and meanings of situations and establish the narratives social, cultural, and political contexts.
- **Phenomenological:** researching the world through the eyes of those with direct lived experience to discover how they interpret their experiences and make sense of their world.
- **Grounded Theory:** is a developing theory based on the collected data and information.
- **Case Study:** an in-depth study of one or more individual phenomena in their existing context. (Bryman and Bell, 2014)

A descriptive and ethnographic research design has been used in this study, allowing for self-administered surveys with open-ended and closed-ended questions and behavioural observation, as well as behavioural observations. Using secondary data from the tenant's historical data to complement the information-gathering methods. The researcher cannot definitively establish whether a participant's response was true or untrue. The descriptive and ethnographic research design was relevant to the current study

3.6.2 Research Sampling

- **Purposeful Sampling:** Palinkas *et al.*, (2015) says that in order to make the most use of the limited resources available, qualitative researchers frequently utilise the approach of purposeful sampling to find and choose examples that are information-rich. This entails locating and choosing individuals or groups of individuals who have particular expertise in or experience with a topic of interest.
- **Convenience Sampling:** (Nikolopoulou, 2022) explains that convenience sampling is a techniques where participants are chosen based on accessibility to the researcher.
- **Quota Sampling:** Focuses on the non-random selection of a specific number or percentage of population. Divides into small groups and sample until the quota is met.
- **Snowball Sampling:** This is a sampling methods uses recommendations from active participants to find the sample population needed for research study (Bhat, 2020). Snowball sampling has three types which are;
 - linear snowball sampling: start with one individuals providing information then works through referral until the enough number of subjects are available for sampling
 - exponential non-discriminative snowball sampling one subject is recruited and after provides multi referrals.
 - exponential discriminative snowball sampling subject gives multi referrals, only one subject is recruited from referral (Bhat, 2020).

With the use of purposeful sampling, that has been utilized to analyse and present qualitative data, the researcher has been able to select individuals who are familiar with and have been to Khayelitsha Mall.

3.6.3 Qualitative research techniques

(Fernandez, 2019) explains the qualitative research technique

- **Observations:** conducting in person behaviours, the researcher can see how the participants are behaving to the research study.
- **Interviews:** The researcher can conduct interviews with the participants, this interview can be conducted in person, phone, online methods, emails. The idea is to ask your participants a series of questions and follow ups.
- **Focus Group:** the researcher can organise either in person or online. The focus groups are meant to provide a safe and comfortable environment for the participants for participant to freely provided needed information and feeling around the research study.
- **Survey (Open-ended questions):** The researcher can design self-administered questionnaires which are opened-ended. They aim to gather contextual information about set of data and gathers data that is not easily quantified such as attitude, habits and challenges.
- **Secondary Data:** collecting existing information gather from the participants or reliable sources to further support the research study.

The researcher has issued self-administered questionnaires to collect data from the selected participants. Most of the information presents on the findings has been collected using questionnaires. The researcher also observed some customers' behaviour during the time of visit in support of the primary data. Some of the data collected was through the secondary documents provided by mall management and tenants.

3.7 Mixed Methods

According to George, (2021) asserts that both quantitative and qualitative research components should be combined in order to fully understand the answers to the study's open-ended research questions. As it incorporates both detailed generalization and numerical analysis, the mixed method aims to provide a comprehensive picture from both qualitative and quantitative research methodologies. There are many reasons why a researcher might use mixed researchers, but according to George (2021), three are particularly important: generalizability, contextualization, and credibility. These three

factors made it easier for the researcher to analyse and present the study's findings and recommendations.

- **Convergent parallel:** Convergent parallel qualitative and quantitative data collection occurs at the same time as distinct analyses of the data.
- **Embedded:** Embedded gathers data, displays it for analysis, and simultaneously considers both types of data; however, among the two approaches, one type of data is secondary to the other.
- **Explanatory sequential:** Quantitative data collection and analysis are presented in a chronological explanation after qualitative data collecting. This design helps to formulate first hypotheses and questions.

(Shorten and Smith, 2017).

To provide a complete picture of the study or an answer to the research question, the study has used a mixed research approach that makes use of embedded research design to analyse and present its findings. The described qualitative and quantitative data collection techniques will be used.

3.8 Population Size

According to (Ravikiran, 2022) In statistics, the term "population" refers the information from your interest study. It could be an association of people, things, occasions, businesses, etc. to get conclusions, use populations.

This research has segmented its target market into three categories.

3.8.1 Ordinary Shopping Customers

Customers that come for ordinary shopping (this is where the bulk of the information will be collected from (Questionnaires, 3 Focus Groups of minimum 10 customers and interviews of at least five customers)

Based on the average 10 days' footfall of Khayelitsha mall, the mall visited by approximately +/-344 387 customers, the average for one day is 34 438 customers. This study has applied a finite population base of 344 387.

- SS=Sample size for finite population
- Z= 2 score (Z scored is determine based on confidence level and confidence level: the probability that the value of parameter falls within the specified range of value)
- P= Population proportion (Assumed to be at 50%=0,5)
- M=Margin of Error

Table 3.1: Confidence Level Formula

Confidence level	Z-Value
50%	0,67449
75%	1,15035
90%	1,6485
95%	1,95996
97%	2,17009
99,9%	3,29053

(Hazra, 2017)

According Hazra, (2017) the researcher must understand the sample size and identify the confidence level which is the range of value taken from sample observations. The confidence level reflects true population value with some degree of uncertainty. The commonly used confidence level is 95% range but, it is possible to calculate confidence levels with 90 or 99 limit bounds. This research will apply a 95% confidence level, with a population of 344 387.

- $SS = [Z^2 p (1 - p)] / M^2$
- $SS = (1,96)^2 * 0,5(1-0,5) / (0,50)^2$
- $SS = 3,8416 * 0,25 / 0,25$
- $SS = 3,8416 * 100 = 384,16$
- $SS = 384$

Table 3.2: Confidence Level Results (Ordinary Customers)

Confidence level	95%
Power Test	50%
Assumed proportion	50
Acceptable difference	5
Finite population	344 387
Sample Size	384

Based on finite calculation with a confidence level of 95%, the researcher has investigated +/-384 participants. The conclusions and summary analysis drawn from study will not be limited 384 participants since other studies can be done and may have different findings depending on the population size and interest in the issue that needs to be explored. Participants will be randomly selected to avoid a biased selection.

3.8.2 Tenants (using tenant historical data)

Khayelitsha Mall consist of 57 tenant shops with 19 326m² lettable.

Table 3.3: Confidence Level Results (Tenants)

Confidence level	95%
Power Test	50%
Assumed proportion	50
Acceptable difference	5
Finite population	57
Sample Size	50

Based on the finite sample size calculation 50 participants will be investigated on the phenomena.

3.8.3 Mall Management. (Communication office)

The researcher has been direct communication with the Community Communication Officer and Property Portfolio as recommended by the Executive Management Team.

3.9 Sample Size

According to Kibuacha, (2021) "The number of people included in a study to adequately reflect the population is referred to as the sample size in research. The sample size refers to the overall number of respondents included in a study; this number is frequently divided into subgroups based on demographics".

The researcher has identified 384 as the minimum respondents of regular shopping customers. The number of distributed questionnaires was 400 from the different entrances of the mall and shops. The number of questionnaires that returned was about 367 (95,57%) which meets the confidence level of 95%.

Khayelitsha Mall has about 57 tenants according to the finite calculation expected sample size of 50. However, the success rate was very low only about 20 tenants participated in interviews and questionnaires. Due to availability, the researcher could not organise a time for interview Mall Management explore the reasons for this. However further studies can be done on this phenomenon.

3.10 Sampling Method

Questionnaires Distributions: As a sampling method, the researcher will employ simple random sampling in this study. According to McCombes, (2019) "Each member of the population has an equal probability of being chosen in a basic random sampling. All of the population should be in your sampling frame".

There are four entrances to Khayelitsha Mall: one from Shoprite, one from the taxi rank, one from the customer parking lot, and one from the train station. However, based on the survey depending on footfall utilisation, statistical information is lacking regarding customers' most popular entry point. Therefore, the researcher randomly selected customers all entrances and exits to participate in the study.

3.11 Questionnaire Design and Content

Questionnaires: The questionnaire is designed with both open-ended and closed-ended categorised in sections.

Section A; Biographical Information about the participants who were allowed to select from the available options. The data will be used to learn a little about the participant's history. The researcher has also defined time and regulations in this area.

Section B; Likert Scale. Close-ended questions where participants can select from pre-determined responses on the questionnaire for the Mall Design Information.

Section C; This section sought Information about mall design: it is left open-ended to let participants express their opinions and offer suggestions.

Interview: In a semi-structured interview, the researcher has since asked specific questions concerning the themes; these questions will not be logically framed but will be pertinent to the current study problem.

Focus Groups: According to Nyumba et al., (2018) Although this might vary greatly, it is generally agreed that focus groups should have between six and eight individuals. For this study, the researcher would have utilised semi-structured interview questions and most probably led the sessions. In session 2, the researcher would have had at least 10 participants. A single focus group method would have been utilised to gather data from the participants, however the COVID-19 pandemic forced the researcher to avoid using this format due to complicated legal requirements.

3.11.1 Type of questions

The researcher had to use easy and simple English questionnaires for participant to understand the questions asked. The questionnaires will include both open-ended and closed-ended questions. The researcher has included open-ended questionnaires to understand the preference and recommendations of the participating customers.

3.12 Data collection

Many data collection tools can be used to collect data from participants; the researcher has selected the few below.

- **Questionnaires:**
 - Google Forms will be used to send the questionnaires: A google form questionnaire was prepared and distributed to participants via Facebook, WhatsApp, and other social media platforms that can be accessed from a laptop and a smartphone, however for those who not technologically incline printed copy of the questionnaires were used.
 - Both Word and PDF surveys were used throughout the mall visit. This has shown to be the most efficient technique because information is transmitted directly and quickly.
 - Emails were sent to every single participant who has been chosen; little involvement from the participants is anticipated because this takes a lot of follow-up.
- **Observation:** The researcher has observed various behaviours as shoppers and users of Khayelitsha Mall move about and do business.

- **Historical data from Tenants and Mall Management:** Historical data has been used; this was dependent on availability and agreement between the researcher and participants, with permission from the mall and the tenant. While the research will be supported by the knowledge gleaned from historical data, no definitive conclusions and suggestions will be made.

3.12.1 Data Coding and Analysis

According to Sun, (2017) data coding is the process of converting gathered data or observations into a collection of informative, cogent classifications. Coding indicates that the researcher will interpret and represent the coded data rather than presenting it in its original formal form.

To analyse and code the quantitative data, the researcher used an excel spreadsheet. When collecting data, questionnaires, interviews, and observations are used to characterise the features and characteristics being studied.

With the help Excel Spreadsheet, the researcher will ensure that the data is accurate and free of errors and gaps. The data has been checked for inaccuracies, gaps, incorrect classification, and incompleteness. Excel Spreadsheets, a versatile tool, were used for the coding process, and a codebook was created after editing operations were complete. It has created a codebook, which will calculate the mean of the central tendencies and provide feedback based on the population average.

The researcher used the below methods to present the research.

3.12.2 Descriptive Statistics

Descriptive statistics were used in this research to explain the graphical information of the research.

3.12.3 Frequencies and Percentage

A data presentation that indicates the proportion of observations for each data point or set of data points is known as a per-centage frequency distribution.it is beneficial technique for representing the relative frequency of survey replies and other data. Per

centage frequency distributions are frequently presented as tables, bar graphs, or pie charts (Shapiro, 2008).

Graphics, pie charts, tables and histograms were used to illustrate the research presentation.

3.13 Reliability

According to Carroll, (2022) Reliability refers to how well a study's findings can be verified or duplicated under identical circumstances. Therefore, the study has chosen a sample of 384 participants, thereby minimising any possible bias due sample size. Furthermore, the participants independently completed all the questionnaires with a guide from the researcher.

According to (Goforth, 2015) "Cronbach's alpha is a metric used to evaluate the dependability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to how consistently it measures a concept, and Cronbach's alpha is one way of measuring the strength of that consistency".

Cronbach alpha formula.

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum_{i=1}^k \sigma_{y_i}^2}{\sigma_x^2} \right)$$

...where: k refers to the number of scale items

$\sigma_{y_i}^2$ refers to the variance associated with item i

σ_x^2 refers to the variance associated with the observed total scores

Figure 3.2: Cronbach Alpha Formula

Source: (Goforth, 2015)

Table 3.4: Cronbach's Alpha Interpretation

Interpretation	
Cronbach's	Internal Consistency
0.90 and Above	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
Below 0.50	Unacceptable

Source (Tox, 2020)

The researcher has conduct pilot study on 20 participants with 21 questions

Table 3.5: Cronbach's Alpha Results

Variables	Description	Values	Internal Consistency
K $\sum_{i=0}^K S_i^2$ S_t^2 α	# Of Items	21	Excellent
	Sum of the Variance	31,505	
	Variance Total Score	267,011	
	Cronbach's alpha	,926	

The 21 question Likert scale passed the reliability test

3.14 Pilot Survey

According to Academy, (2022) This is a small-scale, preparatory "rehearsal" where you test the strategies you want to apply to your research topic. Both qualitative and quantitative investigations should involve doing pilot experiments. Piloting also has a role in ensuring that the research instrument functions well.

The researcher distributed five questionnaires; all were included in the primary research survey.

3.15 Ethical Consideration

Before to starting the primary data collection, the CPUT Faculty of Business and Management Science ethical clearance committee was contacted to get an ethical clearance certificate. As soon as respondents were informed of the study's objectives, they were asked permission to participate. Respondents can withdraw their agreement to participate at any given point during the research.

The researcher has a letter of authorisation from the mall administration, allowing them to study at Khayelitsha Mall. Along with the other data acquired for the study, any personal information about respondents extracted from the research has been kept private and anonymous. No third party will have access to personal information.

3.16 Delimitation of the research

This study will only be conducted at Khayelitsha Mall, not in other malls nearby or elsewhere. Other malls will only serve as a model. The emphasis is on the mall's design, how it affects customers' shopping ability, and how it affects tenants' ability to provide quality service to mall shoppers.

3.17 Conclusion

This chapter goes into detail about research methodologies. Questionnaires, interviews, focus groups, and observations will be used to gather information.

The following chapter will provide detailed quantitative and qualitative results obtained through the research methods.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 Introduction

To provide informative conclusions, this chapter will carefully review the data collected through various approaches, including interviews, questionnaires, and observations. For example, the design and layout of the mall may influence customers' decisions to shop there or stay longer, according to the literature chapter. Furthermore, since Khayelitsha Mall is the biggest mall in the region of Khayelitsha and offers a wider variety of companies that residents patronise, it was the only mall on which the study concentrated.

According to Said et al. (2020), a shopping mall is defined as a purposefully and specifically launched, designed, and compounded collection of shops and other commercial items and services within a premises. According to the theory that a shopping mall's design offers visitors fresh experiences and exciting alternatives, the selling portions of the mall should be divided from the recreational, social, and family areas. It is thought that when someone enters a mall to shop, they may also wish to rest, spend time with friends, or have some alone time. As a result, the design of a shopping mall is seen as a distinctive and important component of a feasibility study that calls for perplexing, seductive, wonderful, and excellent themes.

According to Johnson (2022), the process of cleansing, converting, and modelling data to find relevant information for business decision-making is known as data analysis. Extracting usable information from data and making decisions based on that analysis are the goals of data analysis". The research questionnaires were categorised into three sections from A-C

4.2 Participants Rate

Section A: This section's goal was to compile demographic and biographical information on the participants; the biographical information will give a general idea of how they perceived the occurrence. This section was designed to weed out people who were not eligible to take part in the study. This was done by asking residents of Khayelitsha if they had heard of or at least visited the Khayelitsha Mall.

Section B: This section seeks to understand the phenomenon's appearance, sensation, attitude, and assertiveness among the participants. Participants answered closed-ended questions ranging in strength from strongly agree to the highest rating, with strongly disagree receiving the lowest.

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4 Agree
- 5= Strongly Agree

In order to obtain a more comprehensive understanding of the participants' perspectives on the phenomenon, Additional questions were incorporated to support the closed-ended questions.

Section C: In this section of the questionnaire, participants were asked open-ended questions that allowed them to express their thoughts on the issue and offer suggestions.

4.3 Findings and Discussion

4.3.1 Section A: Demographical and Biographical Information Analysis

Demographical and biographical details can help differentiate the target market and can be useful when selling products specifically catered to that market. This section identifies ethical groupings, age, gender, income, educational background, way of life, and living circumstances.

4.3.1.1 Ethnic Group of the Participants

Figure 4.1 shows the ethnic group that shops at Khayelitsha Mall; this information is crucial for knowing who shops there. This example is crucial for understanding how marketing elements relate to different ethnic backgrounds

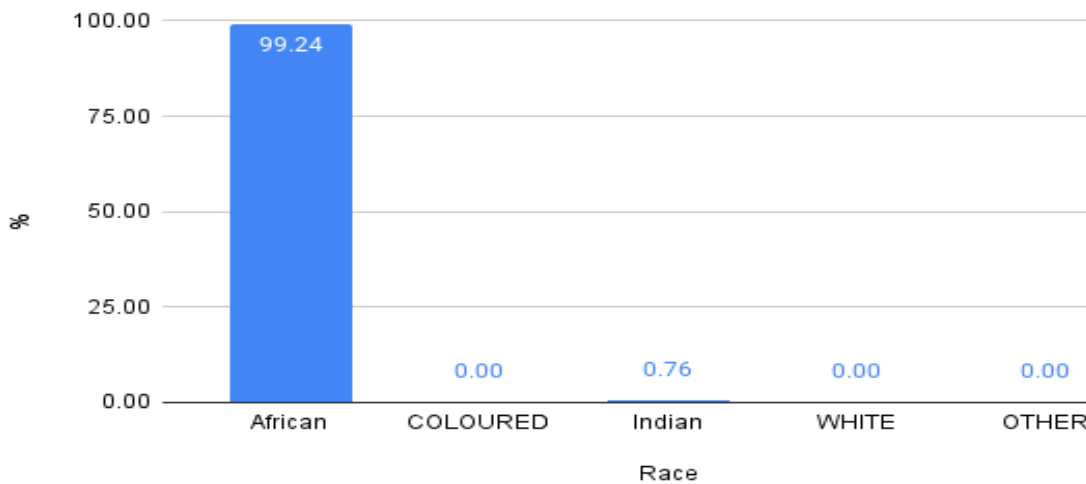


Figure 4.1: Race

Source: Own Construction

Figure 4.1. Shows that 99.24% of the individuals in this study who identify as an ethnic group are African, and 0.76 % are Indian. One ethnic group would legitimately influence the research viewpoints and opinions. Given our nation's history, it is crucial to recognise each ethnic group because each has been exposed to a particular region and type of infrastructure.

4.3.1.2 Indication of Gender of the Participants

Figure 4.2 shows gender participation

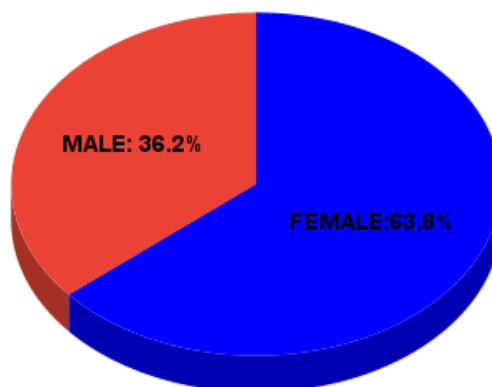


Figure 4.2: Gender Participation

Source: Own construction

Figure 4.2 demonstrates that of the randomly chosen individual, female made up 63.8% and male, 36.2%. Males and Females are often thought to enjoy shopping differently, with females preferring to compare their buying experiences in various categories. This graph demonstrates that women are more likely than men to shop. According to popular belief, women enjoy spending time checking out brands, comparing products, and looking for deals whereas men are said to come in, buy what they came for, and leave. Women, on the other hand, are said to not mind spending time choosing things (Timesofindia, 2021). The type of tenants, safety, and products available at the mall will influence either the female or male patrons' length of stay, which influences the patron experience.

4.3.1.3 Age Group of the Participants

Figure 4.3 gives the Age group of the participants

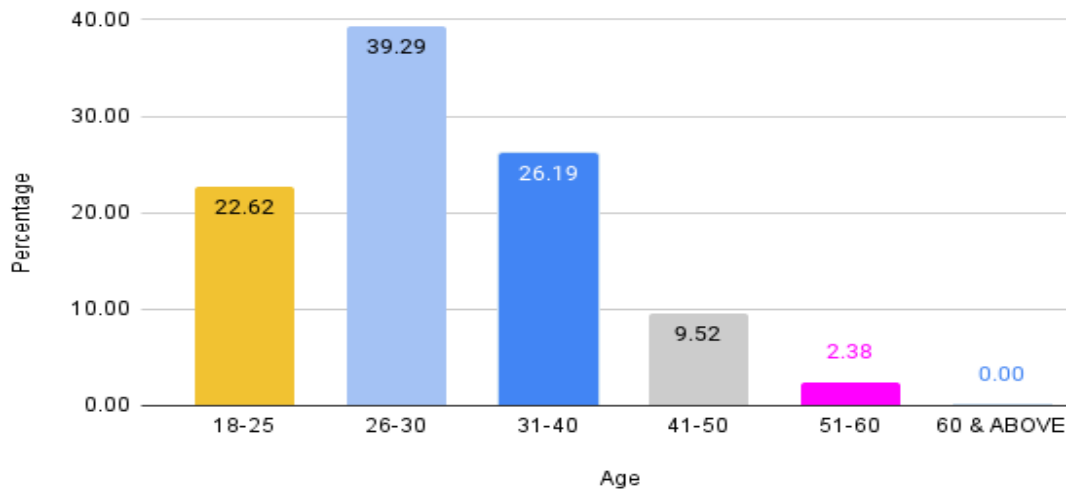


Figure 4.3: Age Group

Source: Own construction

According to Figure 4.3, 22.62% of the participants were between 18-25; 39.29% were between the ages of 26-30; 26.19% were between 31-40; 9.52% were between the ages of 41-50; 2.38% were between 51-60. None of the participants was between the age of 60 and above.

Ages 18 to 40 make up 88.1% of participant shoppers. People in this age group are more familiar with various mall designs and have access to or are exposed to various of electronic resources that could readily influence their decision-making. They can readily make informed decisions based on the availability of information or knowledge exposure. When offering goods or services to this demographic, this must be done in a way that speaks to them.

Some people in this age bracket would have begun new occupations, new families, and more disposable income to spend on shopping, whether for necessities or wants. They are more invested in the event and are more likely to spread the word about it. In some studies,

Generation Y, which has greater purchasing power and influence, falls into the 18 to 40 age range. As said, most mall retailers use aggressive marketing tactics to entice people to spend more time and money at their malls (Ping & Hwa, 2020). As results, older adults people make up 41/60 and above make up 11.9% of the participants in the shopping.

4.3.1.4 Employment Background of the Participants

Figure 4.4 illustrates the Employment Background of the participants

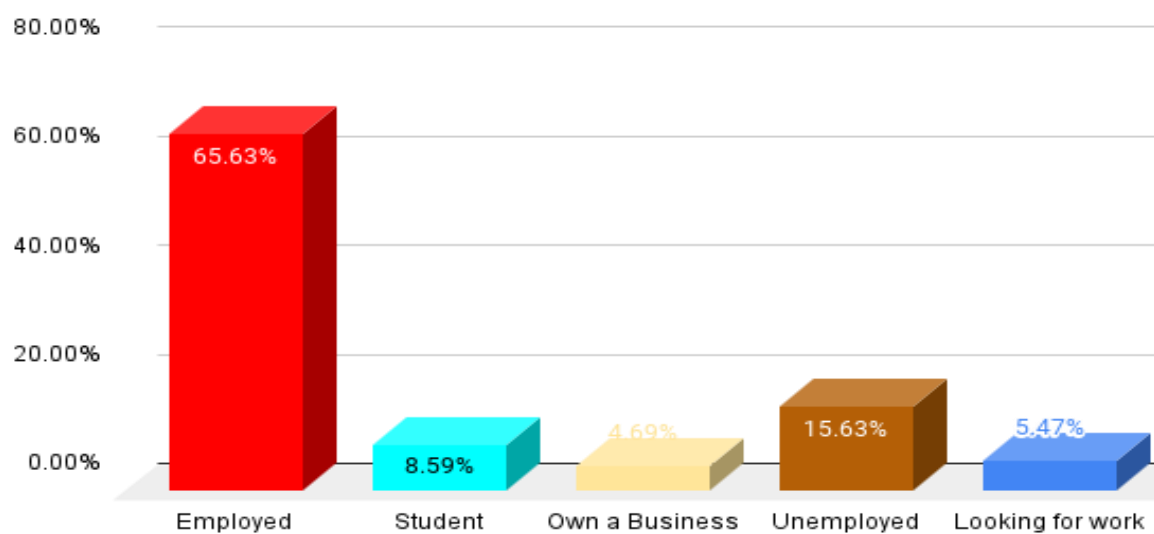


Figure 4.4: Employment Background

Source: Own construction

Figure 4.4 demonstrates that 65.63% of participants are in paid employment, 15.63% are unemployed, 8.59% are enrolled in school, 5.47% are actively seeking employment, and 4.63% are business owners. Since most participants are employed, they will have some disposable income to spend in certain Khayelitsha Mall stores.

4.3.1.5 Educational Background of the Participants

The Education Background of the participants are shown in 4.5 below

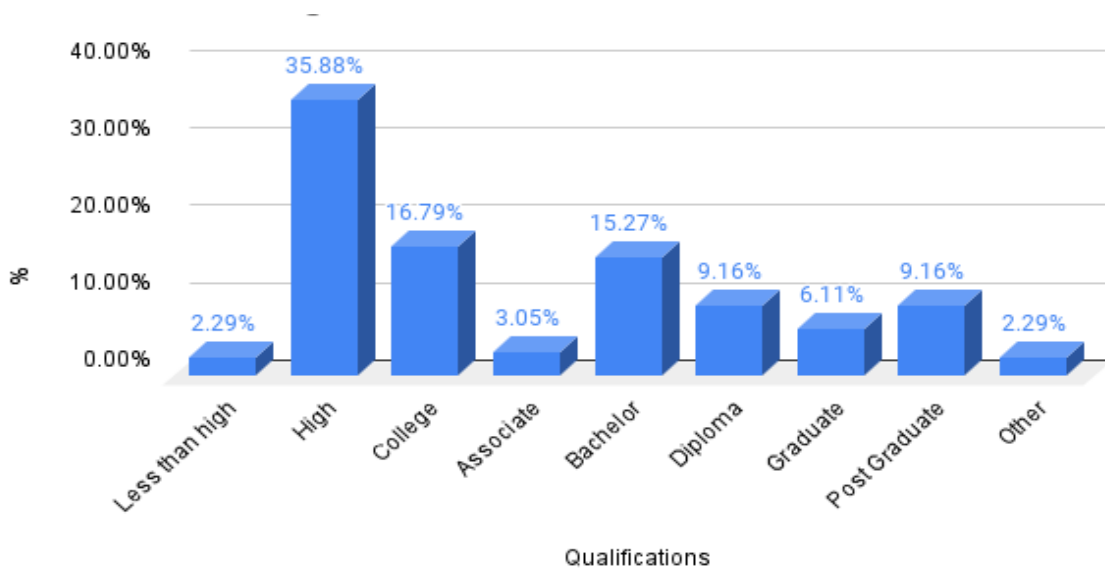


Figure 4.5: Educational Background of the Participants

Source: Own construction

As illustrated above, 35.88% of the participants had completed high school or equivalent education, 16,79% had a college certificate, 15.27% had a bachelor's degree, 9.16 had a post-graduate diploma, 6.11% had graduated, 3.05% had an associate degree, and 2.29% had a degree that was less than high school or another qualification. Most of participants have matriculated, with 35.88%, followed by participants with bachelor's degrees (15.27%), demonstrating the influence of education on the lifestyle choices of Khayelitsha convenience store patrons.

4.3.1.6 Family Orientation of the Participants

Following figure 4.6. 47.33 per cent of the participants are employed (workers), 35.88 per cent are parents, 15.27% are students, and 1.7% are employees of a Khayelitsha Mall convenience shop. Most participants (47.33%) are people who work and are parents, which will affect their buying habits regardless of whether they are a family, student, or staff shoppers.

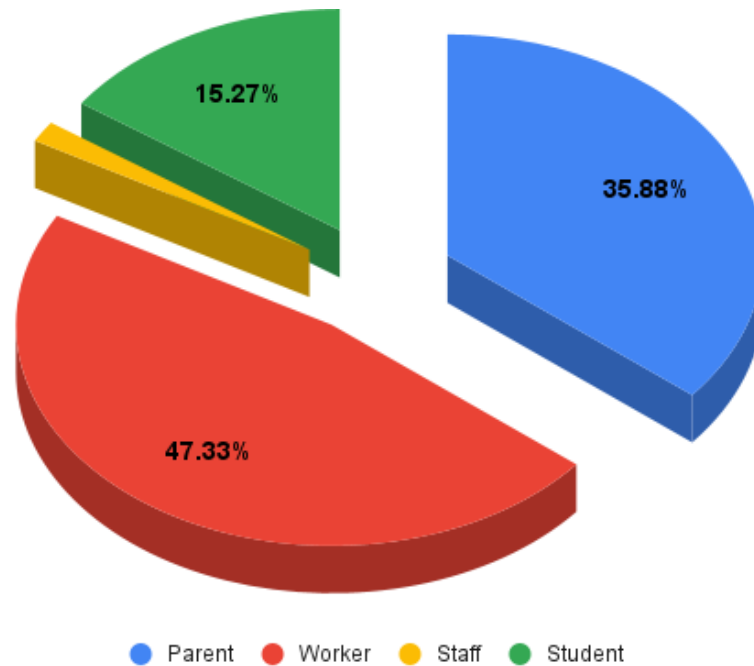


Figure 4.6: Family Category of the Participants

Source: Own construction

According to Big Commerce (2022), knowing your target market and your client base will help you decide which advertising platforms to employ, what goods and services to provide, and what kinds of content and images will encourage prospects to act. The kinds of goods your customers appreciate and the kinds of brands they wish to be associated with are revealed by psychographic data. Businesses must have a solid grasp of consumer behaviour to increase mall patronage, maintain market share in today's fiercely competitive marketplace, and develop more effective mall management methods. In addition, knowing whether the clients are parents, employees, staff, or student will help owners create mall design and layout selections that will appeal to the clients.

4.3.1.7 Khayelitsha Residents

Accordance to Illustration 4.7, 82.44% of the participants currently reside in Khayelitsha, 4.58% reside outside of Khayelitsha, and 12.98% have since left.

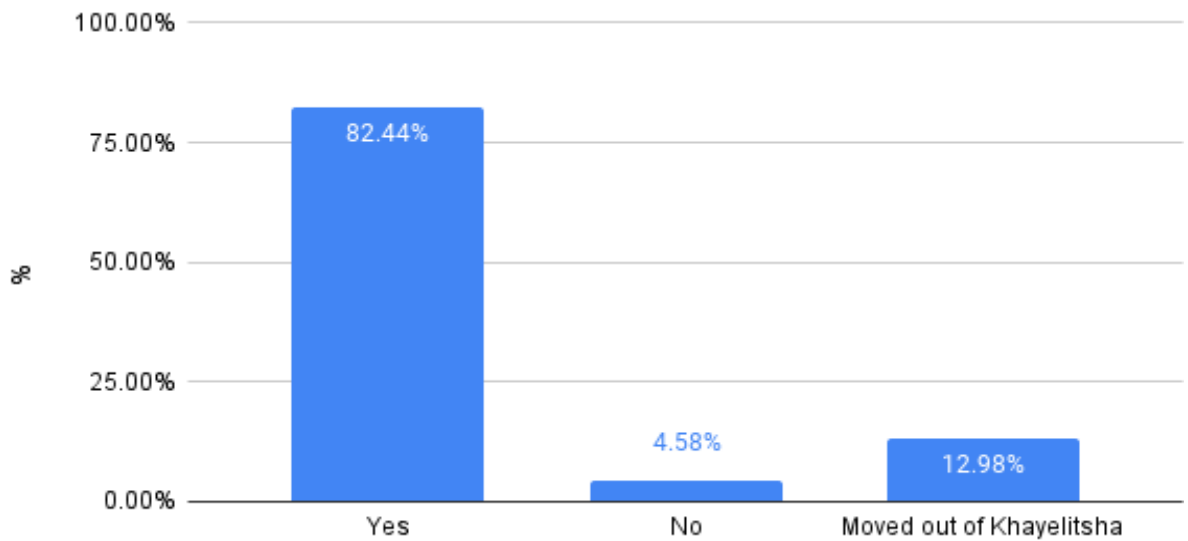


Figure 4.7: Residency of participants

Source: Own construction

The purpose of this question was to identify potential research participants. Most of participants—82.44%—are from Khayelitsha and have been to the mall.

Another 12.98% are former residents, and 4.58% are participants who are not from Khayelitsha but have shopped there perhaps once or twice.

4.3.2 Section B: Closed-Ended Questions Analysis

This part has been divided into six areas to make the analysis and data comparison easier to comprehend.

- Khayelitsha Mall Tenant Mix and Market Segment
- Khayelitsha Mall Shopping Experience
- Khayelitsha Mall Visit Frequency
- Khayelitsha Mall Accessibility (Transportation, Parking, Restrooms, etc.)

- Khayelitsha Mall Navigation and Directions
- Khayelitsha Mall Safety and Security Element

The results will be analysed according to these categories

4.3.2.1 Khayelitsha Mall Tenants Mix and Market Segment

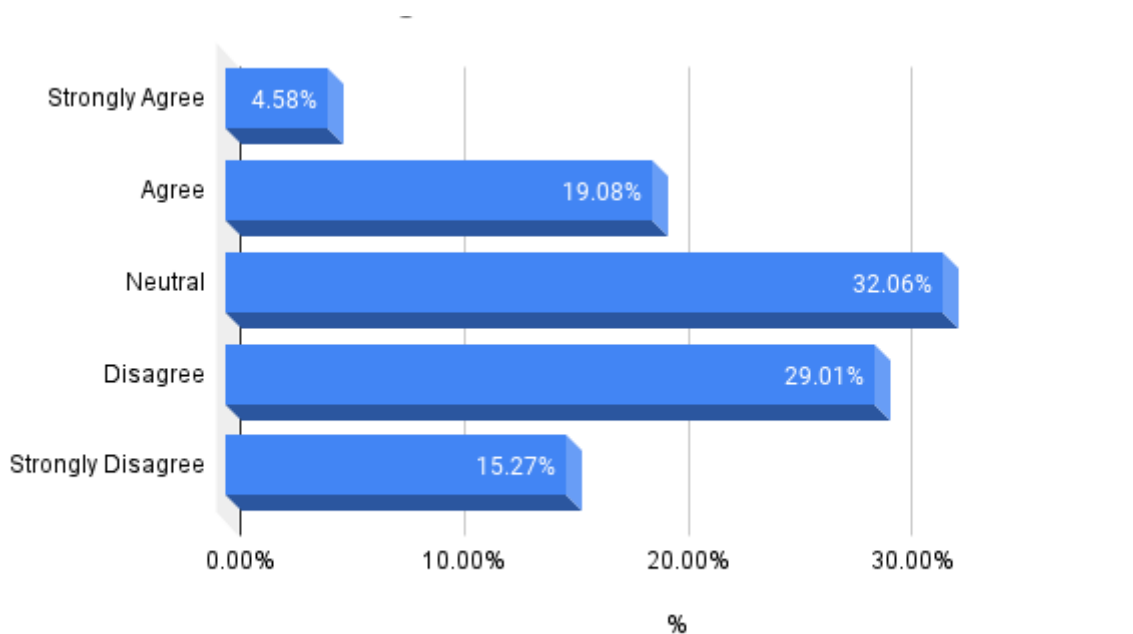


Figure 4.8: Market Segments being served by the Mall

Source: Own construction

Figure 4.8. show that 29.01% of the participant disagreed that Khayelitsha Mall caters for all market segments, 15.27% strongly disagreed, 32.06 were neutral, 19.08% agreed and 4.58% strongly disagreed. Therefore, these results shows that Khayelitsha Mall does not cater for all markets. Different aspects such as tenant mix, entertainment alternative available and other factors impact the market offering. Furthermore, it has been agreed upon by Emplate (2021) that to give clients a personalised experience, you must be aware of who they are and what they enjoy.

Therefore, customer insights such as demographic data, customer interest and preferences, customer's loyalty, and profitability, and the win-win arrangement are necessary (increasing convenience, increasing relevance in communication and access to extra savings) because this will affect how customers feel when they visit Khayelitsha Mall, the design layout needs to be geared toward those customers.

According to Figure 4.9. 25,19% of participants at Khayelitsha Mall dispute that the mall offers a tenant mix that speaks to their needs and interests, 22.90% strongly disagree, 25.95% are indifferent, 21.37% agree, and 4.58% severely disagree. These findings demonstrate that most Khayelitsha participants' customers are dissatisfied with the mall's tenant mix. Wilkinson & Tennessee (2020), Given the substantial financial investments made in shopping centres, it is not unexpected that developers and management spend much time trying to find the "elusive" optimal tenant mix. However, finding the perfect tenant combination can be difficult with no guarantee of success. The results show that Khayelitsha Mall Management still needs to identify a tenant mix that will draw shoppers to the mall.

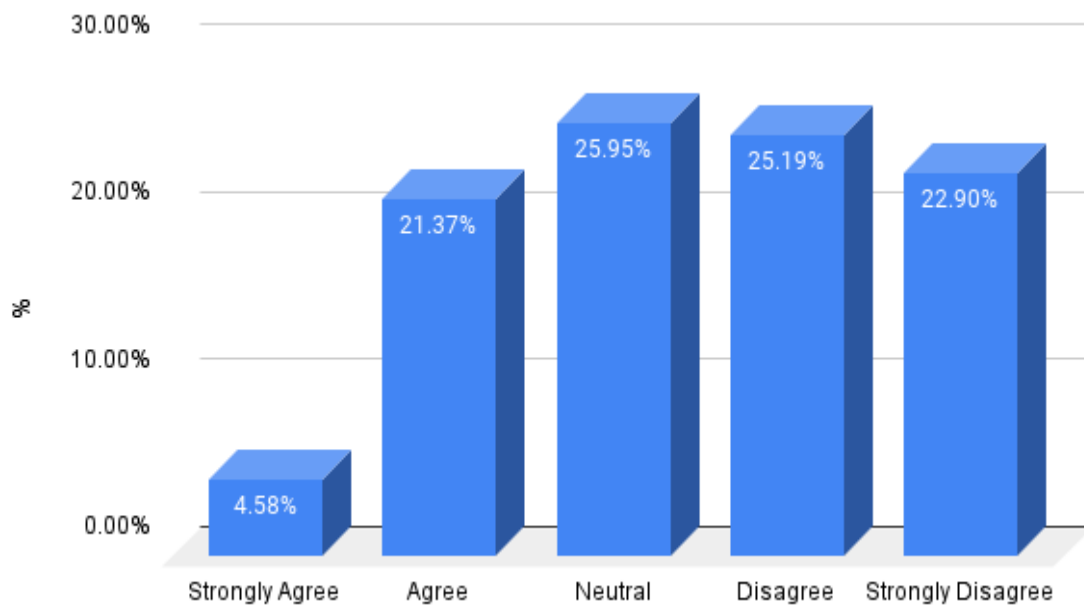


Figure 4.9: View of Tenant Mix

Source: Own construction

Tennessee & Wilkinson (2020) say the layout of the centre in terms of retail placement is another important factor in choosing the ideal tenant mix. In addition, the layout of the

centre frequently affects the flow of foot traffic. Therefore, stores should be designed to promote consumer spending while providing a practical layout for customers.

4.3.2.2 Khayelitsha Mall Shopping Experience

With 98.47% of participants reporting they shop at Khayelitsha Mall and 1.53% stating they had never been there, illustration 4.3.8 showed that most of study participants shop there. This demonstrates that most of participants have shopped at most of the convenience stores at Khayelitsha Mall and are acquainted with the layout and design of the accessible stores at Khayelitsha Mall.

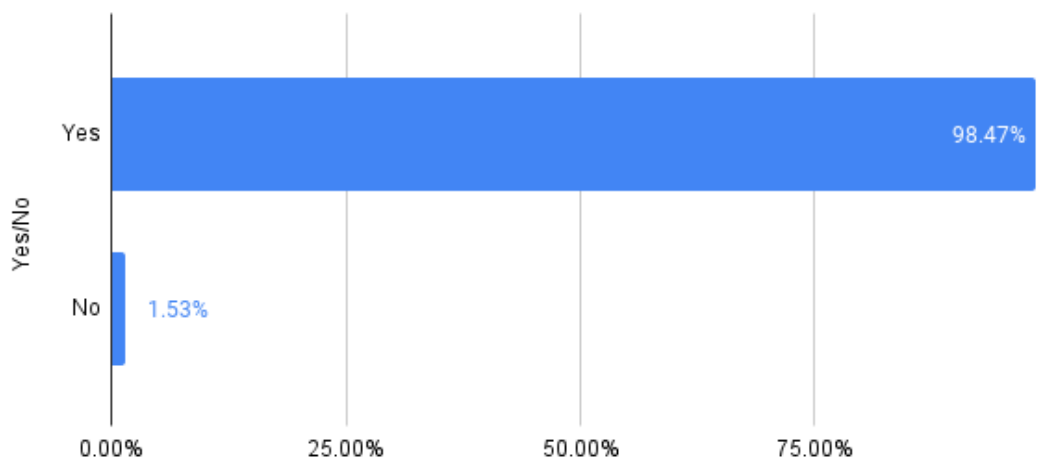


Figure 4.10: Shopping Experience at Khayelitsha Mall

Source: Own construction

According to Ladhari et al. (2019), by concentrating on how they can fulfil particular buyer segments, retailers and brands may experience greater success. These analyses may be motivated by the desire to get out and be able to upload pertinent content to social media or by the fact that Generation Y like venturing out to discover new things and establish trends.

4.3.2.2.1 Music and In-shop Entertainment

According to Illustration 4.11. 45.04 percent of participants had no opinion about the type of music played at Khayelitsha Mall, 27.48 percent of participants agreed and strongly agreed with the type of music played there, and 27.42 percent of participants disagreed and strongly disagreed with the type of music played in Khayelitsha. As covered in chapter 2, music today is crucial for luring client and can be used as a special offer because it keeps shoppers entertained while at the mall. However, most study participants (45.04%) are utterly unconvinced by the music performed at Khayelitsha Mall.

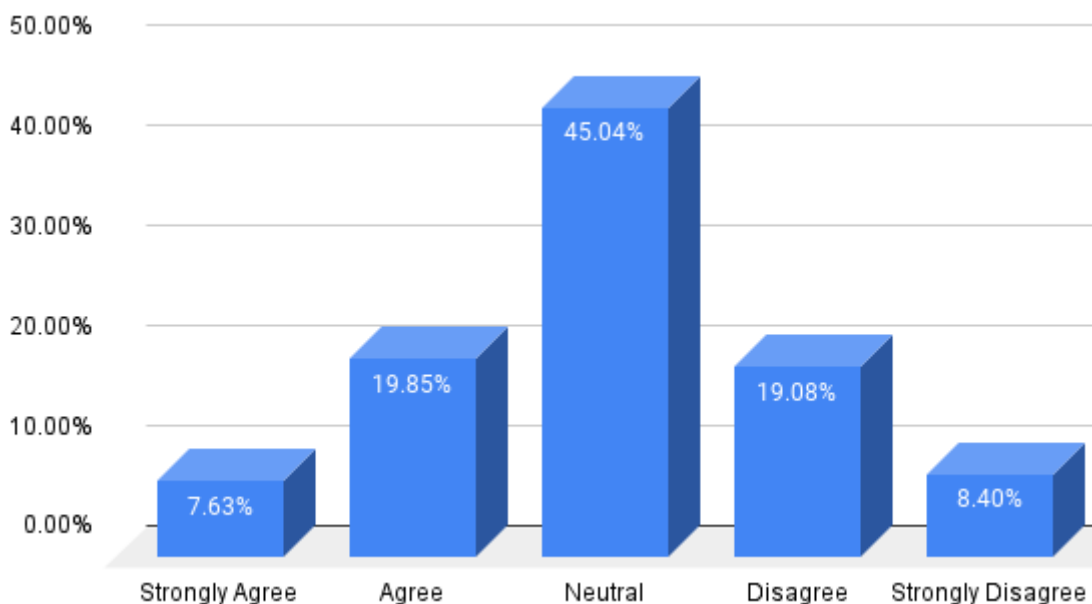


Figure 4.11: Entertainment Music at the Mall

Source: Own construction

According to Traf-sys, (2022) Your success as a retailer is based on the consumer experience you offer in your shop or mall. To get people to visit your mall and hang out there, you need an incentive. Consumers seek out experiences rather than merely a place to buy and eat. Dedicate areas and host activities that provide entertainment to boost mall visitors. People's interest and attention are held by entertainment music, which also makes them happy and joyful so they can relax.

4.3.2.2.2 Alternative Entertainment to Music

Figure 4.12 demonstrates that 38.17% of participants disapprove of the alternative entertainment options provided by Khayelitsha Mall, with 4, 6% strongly disapproving, only 11.5% concurring, 22, 9% strongly concurring, and 22.90% of participants being neutral. These results show that (42.77%) are not happy with the entertainment offering provided at Khayelitsha Mall. Sit and others (2003) have agreed, "The marketing approach employed by shopping malls to draw customers in increasingly includes entertainment.

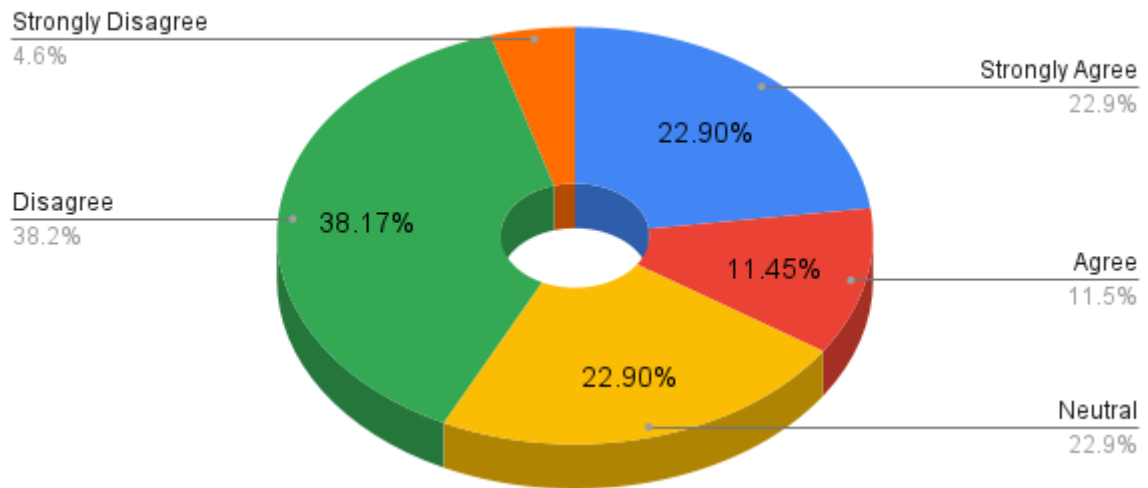


Figure 4.12: Khayelitsha Mall Entertainment Alternatives

Source: Own construction

Additionally, entertainment can be a way for shopping malls to differentiate their brand, as consumer purchasing decisions are heavily influenced by the perception of a particular retail establishment'. Customers visit the mall to create experiences, as was covered in earlier chapters, and entertainment plays a significant role in establishing lasting memories of the event. Therefore, malls must It is crucial provide entertainment options that speak directly to the customers.

4.3.2.2.3 Appropriate Lighting in the Mall

Illustration 4.13 demonstrates that 32.31% of the participants agree with appropriate lighting at Khayelitsha Mall, 11.54% strongly agree, 25.38% are neutral, 16.15% disagree and 14.62% strongly disagree. The results show that 43.85% of participants are pleased with the lighting at Khayelitsha Mall. Wagle & Uprety (2019) state that "the lighting system is one of the primary components that consumes a substantial amount of energy in the commercial building. To make the business building look appealing, several types of colourful lighting are employed that demand more power. The lighting in a mall plays a vital role in encouraging customers to spend more time in the mall, imagine a mall without light. The mall managers have become creative and use lighting as one of the unique features to allow customers to spend more at the mall.

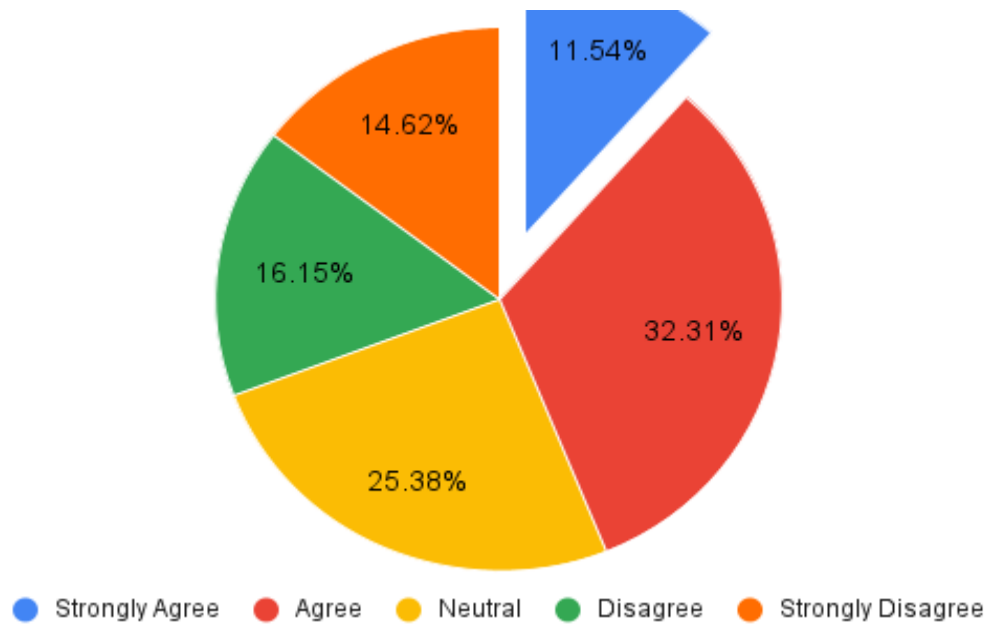


Figure 4.13: Khayelitsha Mall Lighting

Source: Own construction

According to Elmashhara & Soares (2020), pleasure and arousal mediate the impact of several relationships between various variables and customer satisfaction and willingness to stay. For example, arousal merely mediates the association between

colour, music, and the desire to stay at the mall, while pleasure mediates the impact of flooring and carpeting, colour, music, physical qualities, and both outcomes.

4.3.2.2.4 Khayelitsha Mall Temperature

Figure 4.14. revealed that 32.82% of the participants were neutral about Khayelitsha Mall temperatures, 25.95% agreed with temperature, 6.11% of them strongly agreed, 18.32% strongly disagreed and 16.79% disagreed. Because they do not care what temperature Khayelitsha Mall is, 32.82% participants are not excessively disturbed. The current climate in Khayelitsha Mall is about 32.1% of respondents not strongly agreeing or agreeing. For 32.06% of the population in Khayelitsha, the temperature is comfortable.

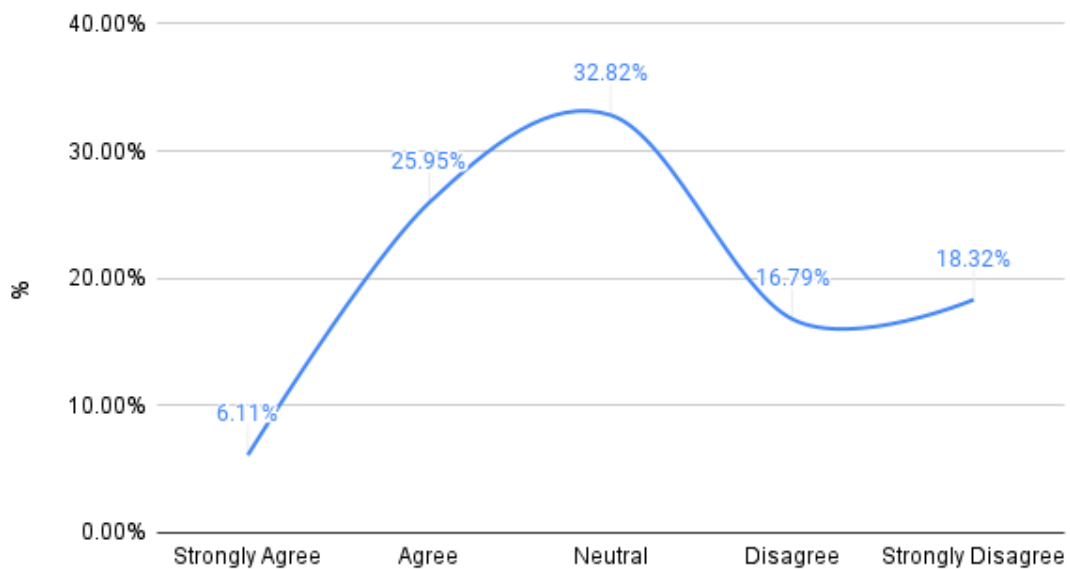


Figure 4.14: Patrons Views on Mall Temperature

Source: Own construction

Alar and Gedik (2022) assert that "a thermally comfortable indoor environment has a substantial impact not only on shoppers' well-being, but also on the attraction of shopping malls. The provision and maintenance of thermal comfort conditions requires a significant energy in indoor environments with HVAC (Heating, Ventilation, and Air

Conditioning) systems. The amount of energy used to provide and maintain thermal comfort conditions must be considered when shopping malls' quantity and gross area are considered. The mall's ability to maintain a comfortable temperature can easily affect how long people stay there; if they stay longer, they are more likely to make larger purchases because they are exposed to more activities there.

4.3.2.2.5 Khayelitsha Mall Architecture

According to the graph above, 6.87% of participants strongly agree that Khayelitsha Mall's architecture is attractive, while 39.69% strongly disagree. Other participants disagree, while 20.61% disagree, 19.08% are uncertain, 13.74% agree, and 6.69% strongly agree. According to the findings, (60.30%) of the respondents thought the Khayelitsha Mall's architecture was not particularly attractive. Yuan et al. (2021) state "With the emergency of the experience economy age, consumers are no longer restricted to acquiring products and services but instead focus more on seeking novel and unforgettable experiences. Shopping centres should put more emphasis on the consumer experience, which encompasses people's overall cognitive, emotive, social, and physical responses to the retail setting. Researchers are aware of the power of the shopping environment's design to affect consumers psychologically and behaviourally. The architectural design of commercial malls must therefore prioritise establishing a welcoming shopping atmosphere.

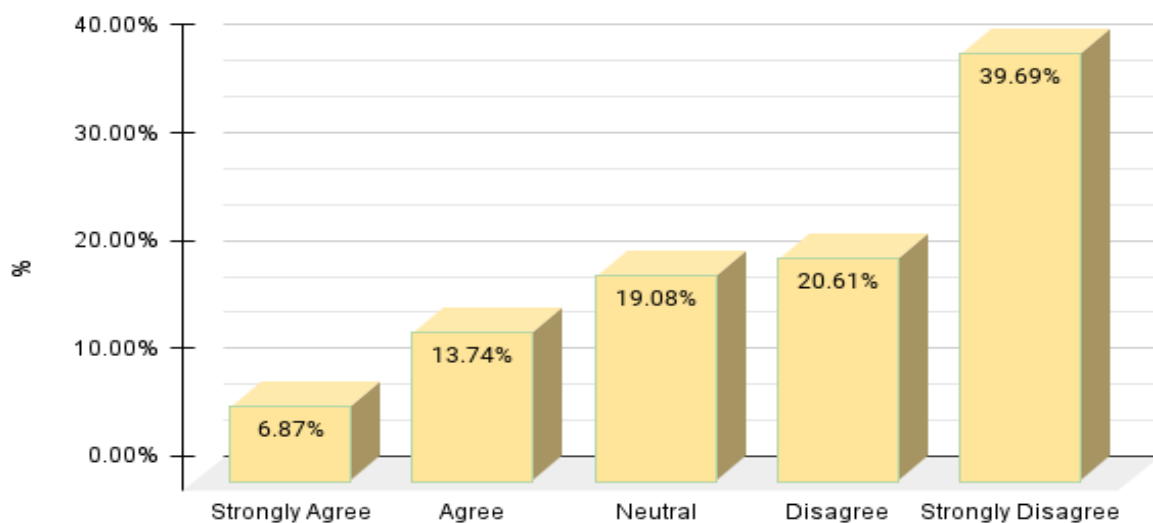


Figure 4.15: Mall Architecture Attraction

Source: Own construction

According to the feedback received, people do not think the architecture of the Khayelitsha Mall is appealing. According to studies by Yuan et al. (2021), unattractive mall architecture was one of the reasons malls closed in China, the United States, and other nations. The layout of the mall is quite important for improving client satisfaction. The mall's architecture inspires curiosity and a desire for more visits.

4.3.2.3 Interior and Exterior Design Attraction

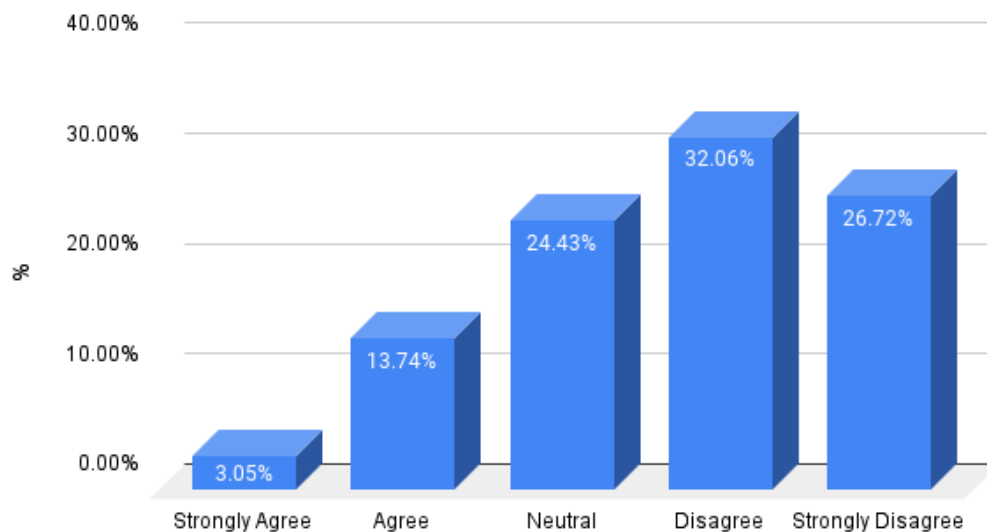


Figure 4.16: Attractiveness of interior and exterior design

Source: Own construction

Figure 4.16. shows that 32.06% of the participants disagree that Khayelitsha Mall's interior and exterior wall and floor colour schemes are attractive, followed by 26.72% who also strongly disagreed, with 24.43% participants being neutral, 13.74% of the participants agreed that the colour schemes are attractive and with only 3.05% strongly agreeing. These results show that 58.78% of the participants

Consumers may be knowingly or unconsciously drawn to an interior design when they are buying, according to Yuan et al. in 2021. Therefore, once the space design is complete, interior designers must add finishing touches, including space colour, material, landmarks, and advertisements, all of which enhance the shopping environment's appeal.

4.3.2.3.1 Time Spent by Customers

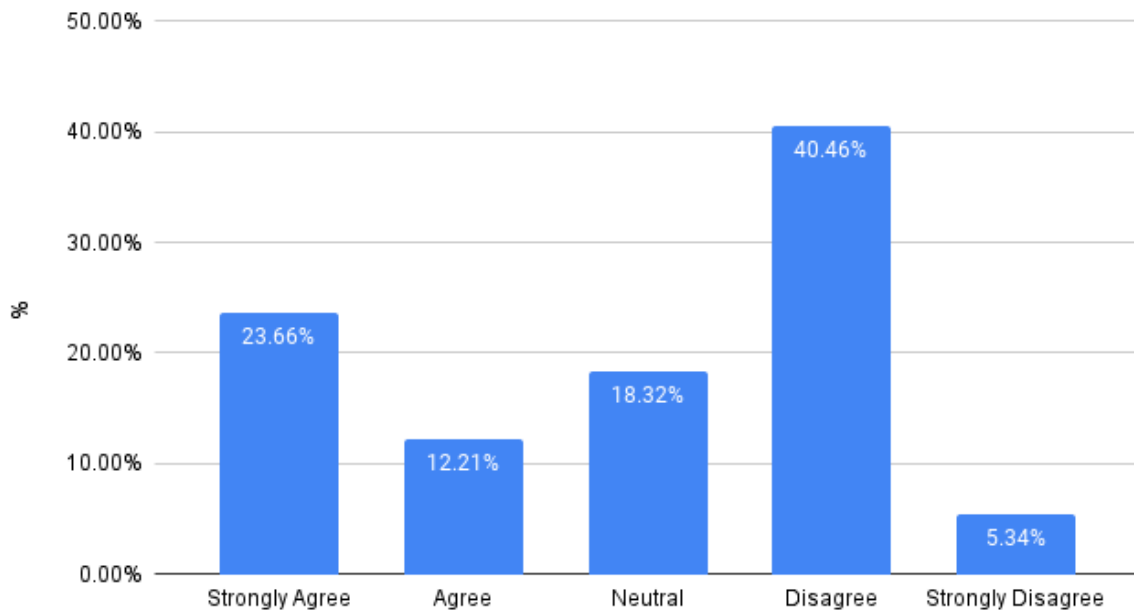


Figure 4.17: Enjoyment of Time at the Mall

Source: Own construction

Figure 4.17 shows that 40.46% of respondents do not agree that they enjoy visiting Khayelitsha Mall, with 5.34% strongly disagreeing, 18.32% neutral, 23.66% strongly agreeing, and 12.21% agreeing. These findings suggest that 45.80% of people dislike spending time in Khayelitsha, and EL Shaer (2019) concurs that many people now prefer to unwind and shop at malls on the weekends because of the variety of people and eye-catching stores they attract. However, as Chatsopoulou and Tsimonis (2010) mentioned, a mall's design can influence whether customers spend more or less time there and how satisfied they feel.

Customers' time spent at the mall can be influenced by the tenant mix and entertainment options available, as seen in Figures 4.9., 4.12. and 4.18. Therefore, customers dissatisfied with mall's tenant mix and entertainment option cannot enjoy their time in Khayelitsha Mall.

4.3.2.3.2 Khayelitsha Mall impacted by Weather Conditions

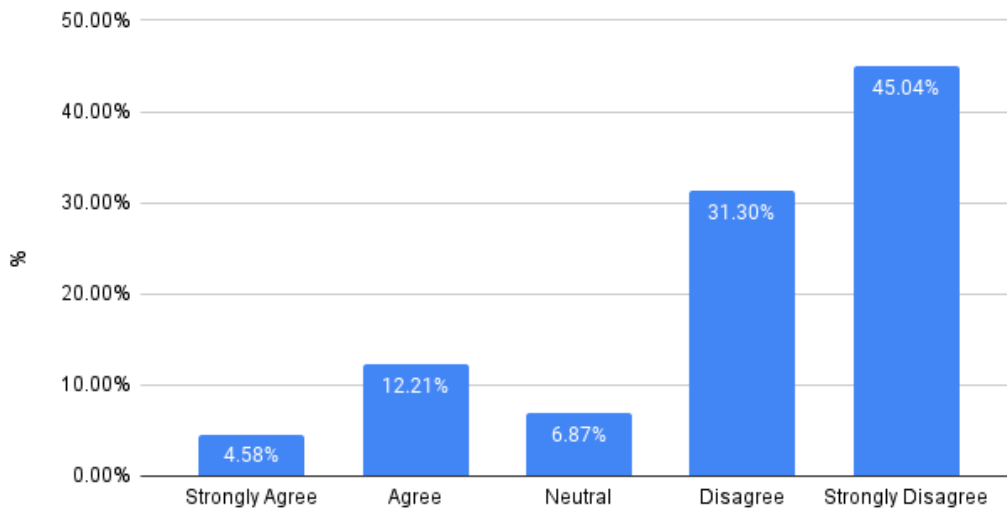


Figure 4.18: Impact of weather on shopping experience

Source: Own construction

According to Figure 4.18, 45.04% of participants strongly disputed that it is difficult to shop at Khayelitsha Mall in any weather, followed by 31.30% who disagreed, 6.87% who were neutral, 12.21% who agreed, and 4.58% who strongly disagreed. These findings indicate that (76.34%) of the participants, leading to the conclusion that some customers in Khayelitsha may not appreciate shopping in certain weather conditions. However, customers should be able to enjoy their time at the mall in any weather. Weather Ads (2022) postulate that consumers' emotional states, purchase decisions, and willingness to spend money are all influenced by the weather (money or time). The implications are much more widespread than the immediately apparent ones that come to mind, like ice cream stands on hot days and umbrellas in the rain. The weather influences almost every customer' purchasing choice. Therefore, when designing a mall, designers should consider how they may improve visitors' experiences in all conditions at Khayelitsha Mall.

4.3.2.3.3 General Shopping Experience in Khayelitsha Mall

Figure 4.19 shows general shopping experience

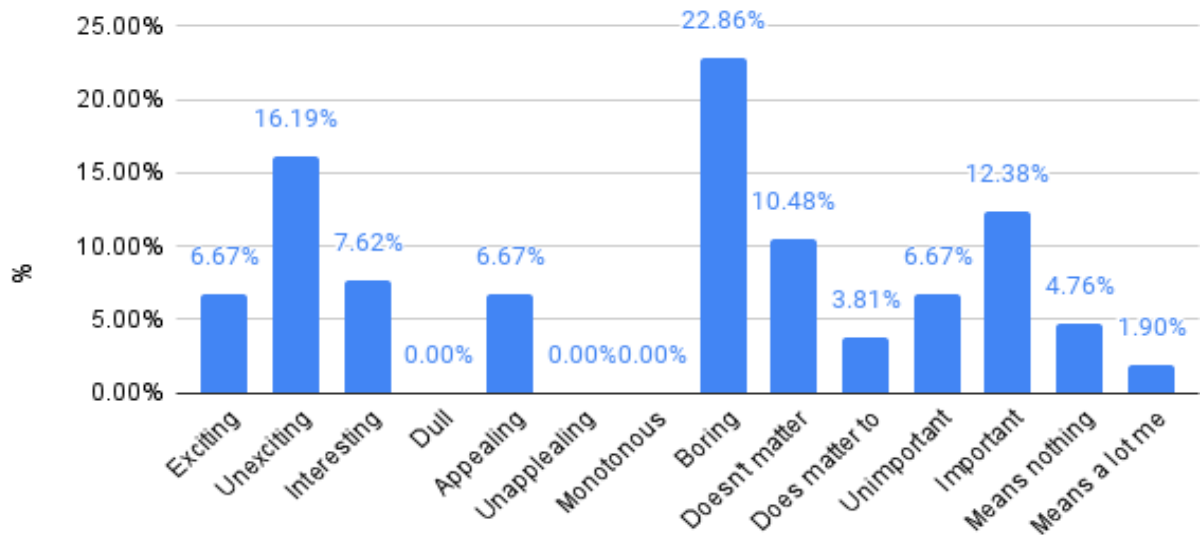


Figure 4.19: General Shopping Experience

Source: Own construction

Figure 4.19 further describes how customers feel about shopping at Khayelitsha Mall, with 22.86% feeling that the mall is boring, 16.19% feeling that the mall is unexciting, 12.28% of some customers feeling that the experience at Khayelitsha is important to them, 10.48% feeling that the experience does not matter to them, 7.62% being interested, 6.67% saying that shopping at Khayelitsha is appealing. However, 6.67% felt that the experience was unimportant to them, 6.67% were excited, 4.76% had no comments and 1.90% enjoyed the experience immensely. These findings demonstrate that (60.96%) people visit Khayelitsha Mall to get what they need before leaving for home or another location.

According to Katrodia et al. (2018), today's consumers regard malls as places where they can shop, socialise, and have fun. Therefore, having a various facility in one location affects how consumers behave when making purchases. Consumers may find malls uninteresting and monotonous in the absence of options; therefore, it is crucial to include elements that will entice visitors to hang out for a while longer. If they remain long, they are far more likely to make purchases.

4.3.2.3.4 Khayelitsha Mall Look and Feel

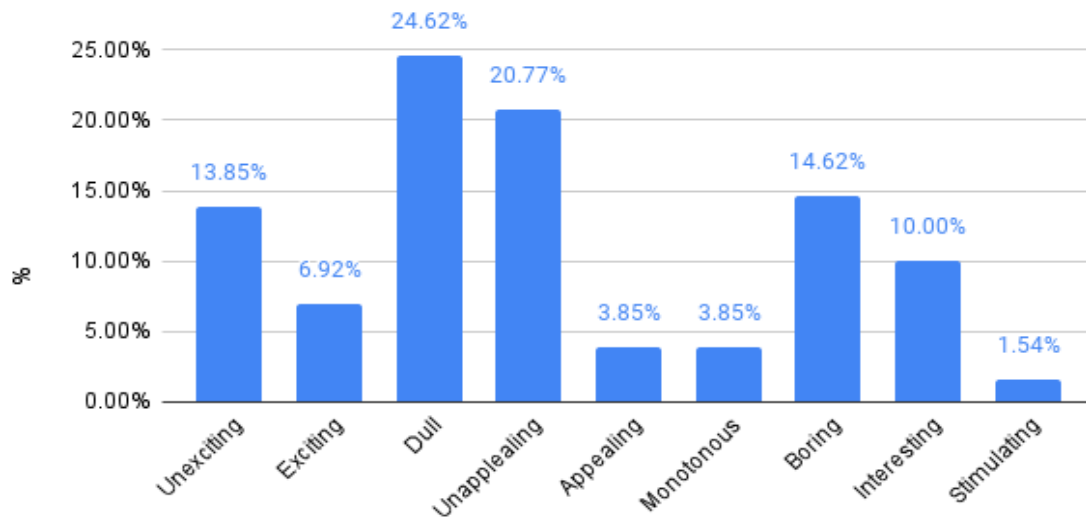


Figure 4.20: Perception of Mall's Appearance

Source: Own Construction

Figure 4.20 depicts the participants' perceptions of the mall's appearance and atmosphere. 24,62% of people think the mall is uninteresting, 20,77% think it is unattractive, 14,62% think it is monotonous, 13,85% think it is boring, 10,00% think it is intriguing, 6,92% think it is thrilling, 3,85% think it is appealing, and 1,54% think it is stimulating.

These findings demonstrate that a most participants (73.86%) believe that the mall's appearance and atmosphere are uninspiring and unattractive. A literature analysis has noted that customers are easily drawn in by what they observe. Lo (2020) asserts that superior design and a focus on the customer experience gradually enhance shopping malls' perception. The assumption is that mall look and feel of the mall design and layout will have impact on customer experience; this is based on the results

4.3.2.4 Khayelitsha Mall Visit Frequency

4.3.2.4.1 Shopping Mall Frequency

In Figure 4.21 the findings demonstrate that 33.59% of the participants said they went shopping at least once a week, 29.77% occasionally, 20,61% once a month, 10,69%

twice a week, 1.53% once a month, and 3.82% had never shopped in Khayelitsha but were familiar with the mall. This indicates most participants will undoubtedly frequent Khayelitsha Mall every week, either for essential shopping or when they need essential service such as banking, funeral services.

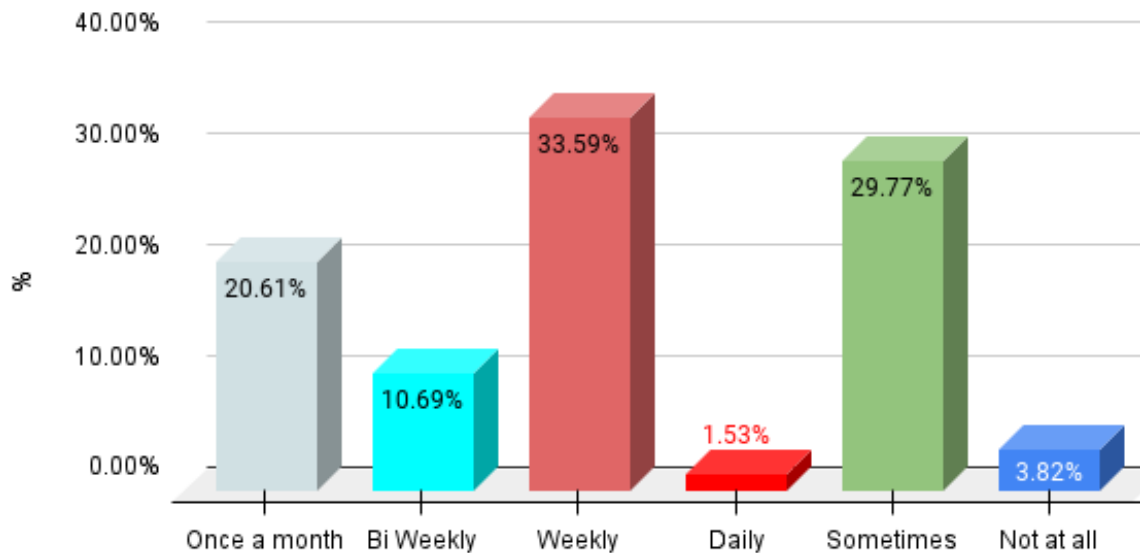


Figure 4.21: Participants' Shopping Frequency

Source: Own construction

Ping & Hwa (2020) demonstrate there could be many reasons why customers will repeatedly visit specific mall. The frequent visits could be influenced by convenience, accessibility, entertainment, operating times, travel times and one-stop shopping malls.

4.3.2.4.2 Possible Future Visit to Khayelitsha Mall

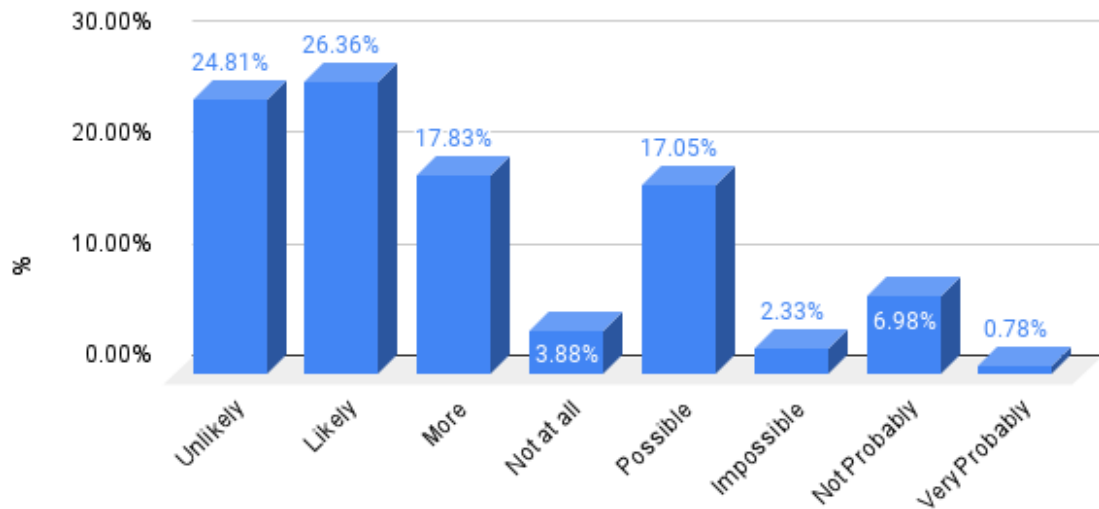


Figure 4.22: Possible Future Visits to the Mall

Source: Own Construction

Figure 4.22. shows that among participants, 26.36% are likely to revisit the mall, 24.81% are unlikely to do so, 17.83% will visit the mall more, 17,05% are possibly likely to do so, 6.83% are likely not to do so, 3.88% will not revisit the mall, 2.33% are unlikely to be unable to do so, and 0.78% are very likely to do so.

These findings indicate that (62.02%) will probably return to the mall. Several of factors may have contributed to this, including ease of access and proximity to home. Figure 4.3.7 demonstrates that most participants in this study—88, 44%—live in Khayelitsha, which increases the likelihood that they will return to the mall.

4.3.2.4.3 Khayelitsha Mall outside Shopping

Figure 4.23 shows shopping done outside Khayelitsha Mall

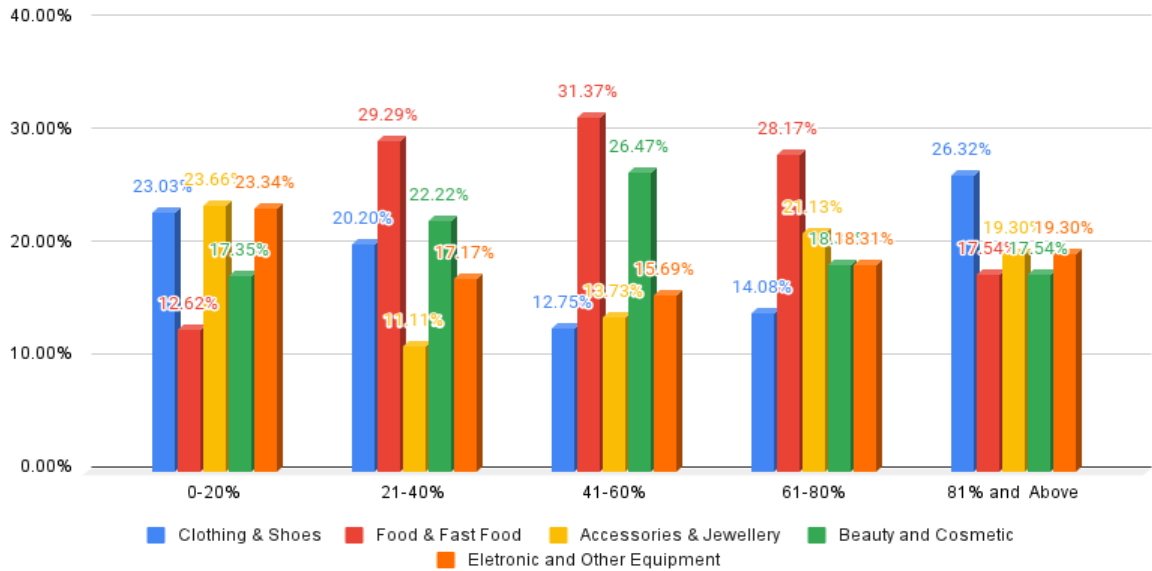


Figure 4.23: Shopping done outside of Mall

Source: Own Construction

Figure 4.23 shows how much shopping in each category. Clothing and Shoes, Food and Fast-Food, Accessories and Jewellery, and Beauty and Cosmetics the participants do in other malls.

Participants in the Clothing and Shoe category show that 26.32% shop for 81% or more of the Clothing and Shoes outside. This is followed by 23,03% who shop outside for 0–20%, 20.20% who shop for 21–40%, 14.08% who shop for 61–80%, and 12.75% who shop for 4–60%. Therefore, according to these statistics 53.15% of participants, decided to shop for this category at other malls.

The Food and Fast-Food category show that 31.37% of participants shopped away 41.60% of the Food and Fast Food outside of Khayelitsha Mall, 29,29% shops away 21-40%, 28.17% shopped away 61-80%, 17.54% shops away 17.54% and 12.62 shops away 0-20%. These findings indicate that (77.08%) stores for fast food and food are located outside of Khayelitsha Mall. Customers will visit a mall if it has the best entertainment spaces and dining options, as was mentioned in this chapter.

The Accessories and Jewellery category shows that 23,66% of the participants shopped 0-20%, followed by 21.13% who shop away 61-80%, 19.30% shop away 81%-above, 13.73% shop away 41-60% and 11.11% shops away 21.40%. These findings demonstrate that 53.16% of participants prefer to buy accessories and jewellery elsewhere than at Khayelitsha Mall.

The Beauty and Cosmetic category show that 26.47% shops away 41-60%, 22.22% shops away 21-40%, 18,00% shops away, 61-80%, 17.54% shops away, 81-above and 17.35% shops away 0-20%. These results show that most customers prefer to shop for Beauty and Cosmetic products and service outside (62.01%) of Khayelitsha Mall.

Electronic and Other Equipment categories show that 23.34% of participants prefers to shop away with 0-20 in this category. 19.30% shops elsewhere: 81 and above. 18.31% shops away 61-80%. 17.17% shops away 21-40% and 15.69% shops away 41-60%. These results shows that 53.3% shop away from Khayelitsha Mall.

Costann Investments, (2022) mentioned that for several of reasons, including the availability of a wide range of goods in one location and the presence of goods from competing manufacturers under one roof, consumers prefer shopping malls and shopping centres to going to standalone stores. Malls also have parking facilities and a variety of food courts with a wide variety of cuisine, shopping malls typically feature movie theatres and malls offer gaming areas, making it easier to compare products and make purchases.

Most participating customers leave Khayelitsha Mall to shop for essential or luxury goods in all these categories. As discussed, this can be caused by a various of factors, such as the variety of tenants, the accessibility of parking, the level of safety, the overall shopping experience, and other elements.

4.3.2.5 Khayelitsha Mall Accessibility

4.3.2.5.1 4.3.2.4.1. Access to Restrooms

Figure 4.24 shows Accessibility to Restroom

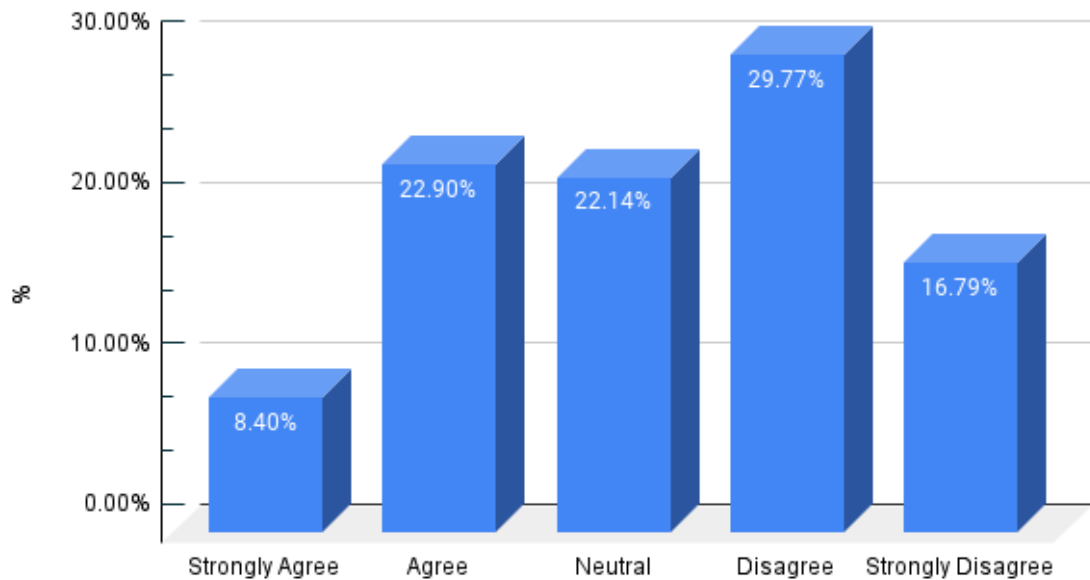


Figure 4.24: Easy Access to Restrooms

Source: Own construction

Figure 4.24 shows shoppers' opinions on whether accessing restrooms in the Khayelitsha Mall layout was easy, 29.77% disagreed, 22.90% agreed, 16.79% strongly disagreed, 8.40% strong agreed and with 22.14% were neutral. Over 45.96% of participants disagreed that they find restrooms easy at Khayelitsha Mall. Therefore, these results show well-positioned bathrooms can play a vital role in customer experience. Customer should find the restroom very easy.

As Cubicle Centre (2017) agrees, toilets should be located on the floors' entrances in stores, malls, and multi-storey buildings, or different floors. The distance from the store entrance to the restrooms should not exceed 150 meters. Also, Dunhman's Washrooms Systems (2022), agrees that one crucial factor customers use to evaluate their overall store experience is the calibre of the restrooms. Many shopping

centres have recently made invested in enlarging their restrooms, making them calm, spacious spaces where customers can enjoy the peace away from the busy centre.

4.3.2.5.2 Access to Food Areas

Figure 4.25 shows access to food areas

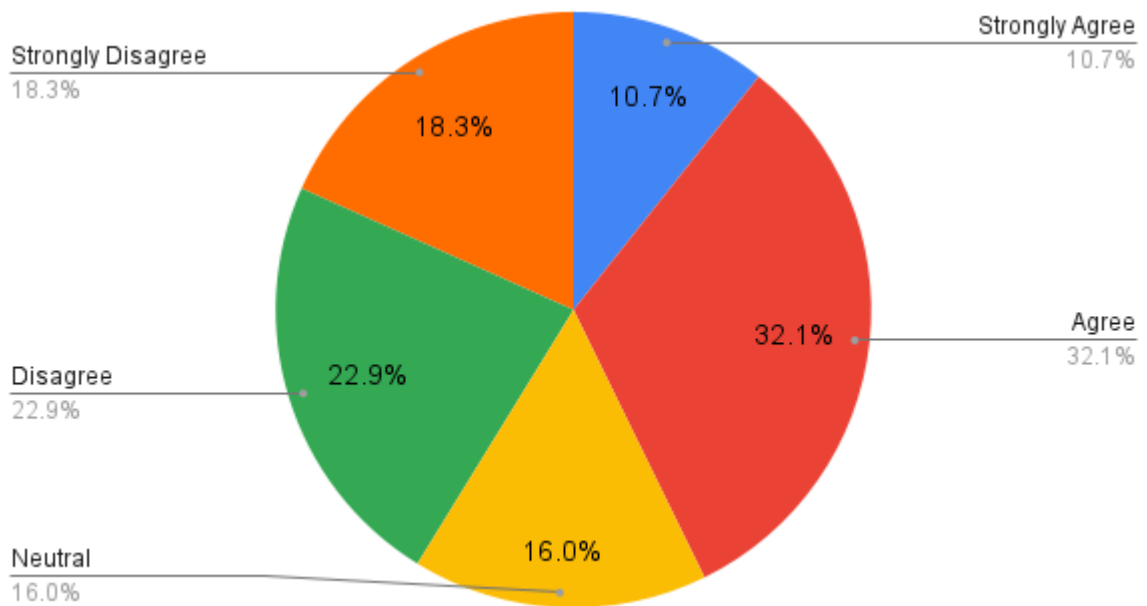


Figure 4.25: Access to Food Areas

Source: Own construction

Figure 4.25 reveals that 32.1% of participants think it will be considerably simpler to obtain food at Khayelitsha Mall, 10.7% strongly agree, 22% do not agree and say it will be challenging to find food nearby, 18.3% strongly disagree, and 16.0% are neutral. Thus, according to the findings, 42.8% of participants considered it very easy to locate food areas in Khayelitsha, with only 1.6% disagreeing. The best conclusion from the statistics is that food stores are intentionally located in areas with significant pedestrian traffic so that customers can find them and see them.

According to EL Shaer (2019) Food court is a particular area in shopping malls, which besides accommodating fast-food restaurants is also a special common area, in which tables, benches and chairs are placed where customers can serve food, talk and socialise. These are usually placed in central places or upstairs. In terms of drawing

power, their combined power is equal to that of an anchor tenant. These results show how crucial a role the food court had in luring customers.

4.3.2.5.3 Parking Design and Layout

Figure 4.26 shows sufficient parking space available.

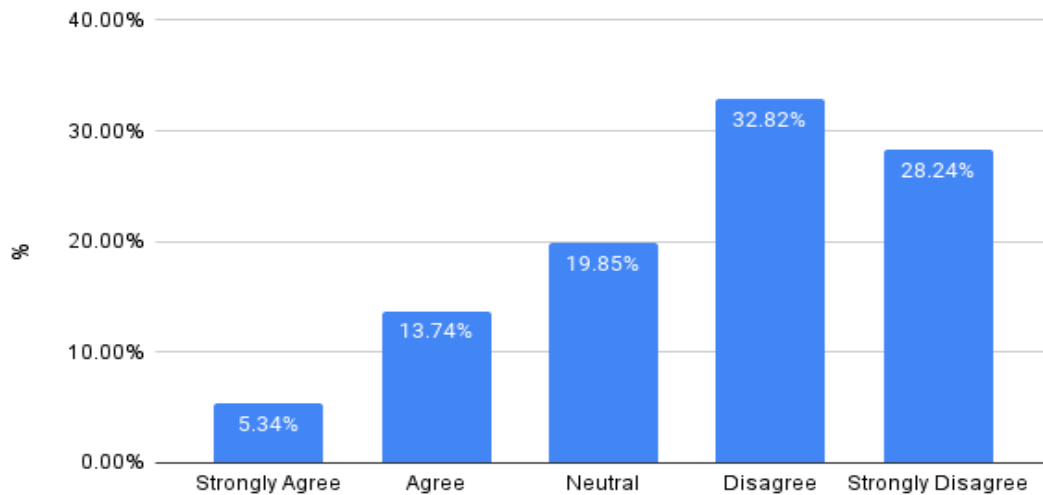


Figure 4.26: Sufficient Parking Space Available

Source: Own Construction

According to Figure 4.26, 32.82 percent of participants disagreed that Khayelitsha Mall had enough parking, 28.24 percent strongly disagreed, 19.85 percent agreed, 13.74 percent agreed, and 5.34 percent strongly disagreed. According to these findings, more than (61.06%) of people believe that Khayelitsha Mall does not have enough parking and that it is unsafe to park there.

Parking is likely the most significant intermediate good in the modern economy, according to Hasker & Inci's (2014) discussion of the fact that customers will choose a mall with abundant parking space over one that is less secure and unsafe if they plan to spend more time there.

4.3.2.5.4 Access from the parking area

According to Figure 4.27, 53.8% agreed that participants could easily access the Khayelitsha Mall from the parking area, 8.46%, strongly agreed, 12.31% were neutral, 15.4% disagreed, and 10.0% strongly agreed.

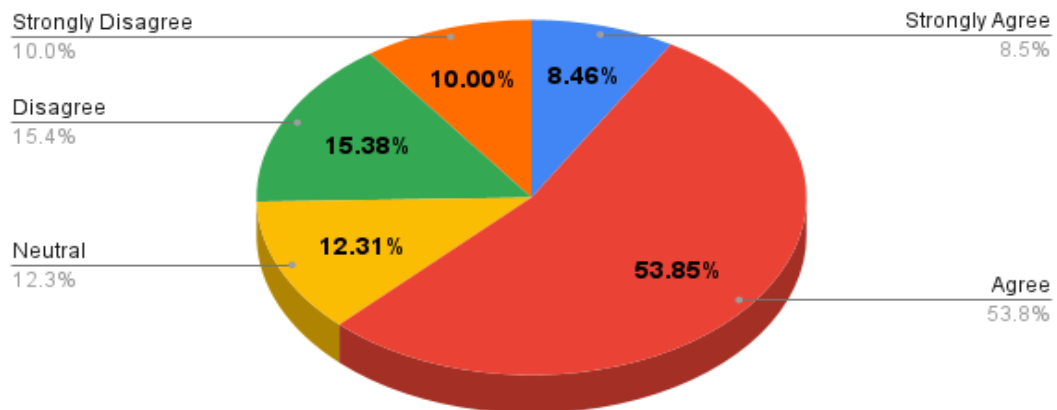


Figure 4.27: Easy Access from the Parking to the Mall Entrance

Source: Own construction

These results show that 62.3% can easily walk from the parking to the mall. Customers will mostly want to park closer to the entrance the, according to Jakubowics (2019). Customers want to drive to and park at the first site that has a spot open. The mall's parking arrangement will undoubtedly affect the choices and experiences of its patrons.

4.3.2.5.5 Access to Public Transport

Figure 4.28 demonstrated that 48.85% of the participants agreed that Khayelitsha Mall is easily accessible from the angle of public transportation, 19.85% strongly agreed, with the 13,74%, 11,45% disagreed and only 6.11% strongly disagreed. Therefore, these results show that 68.70% of the participants could easily access Khayelitsha Mall with public transportation. The literature review concurs that malls should be easily accessible by any means of transportation.

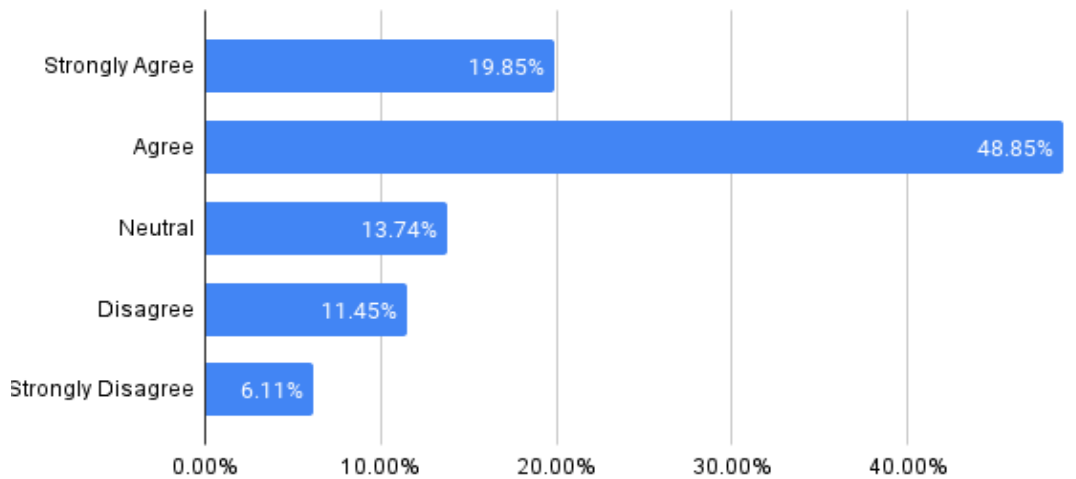


Figure 4.28: Easy Access from public Transport the Mall

Source: Own Construction

According to Karwass (2018), a transport integration system is critical in quickly luring visitors to a shopping centre. Therefore, all designs must accommodate all forms of public transport to increase foot traffic.

4.3.2.6 Khayelitsha Mall Navigation and Directions

Figure 4.29 reveals that 28.25% of participants agree that Khayelitsha Mall's layout makes it easy to go to the desired stores, 25.19% disagree, 16.03% strongly disagree, 11,45% strongly agree, and 19,08% are unsure. These findings demonstrate that almost 41.22% of participants found exploring Khayelitsha Mall stores challenging, while 39.69% concur; the gap is over 1.53 percent.

4.3.2.6.1 Store Layout and Flow

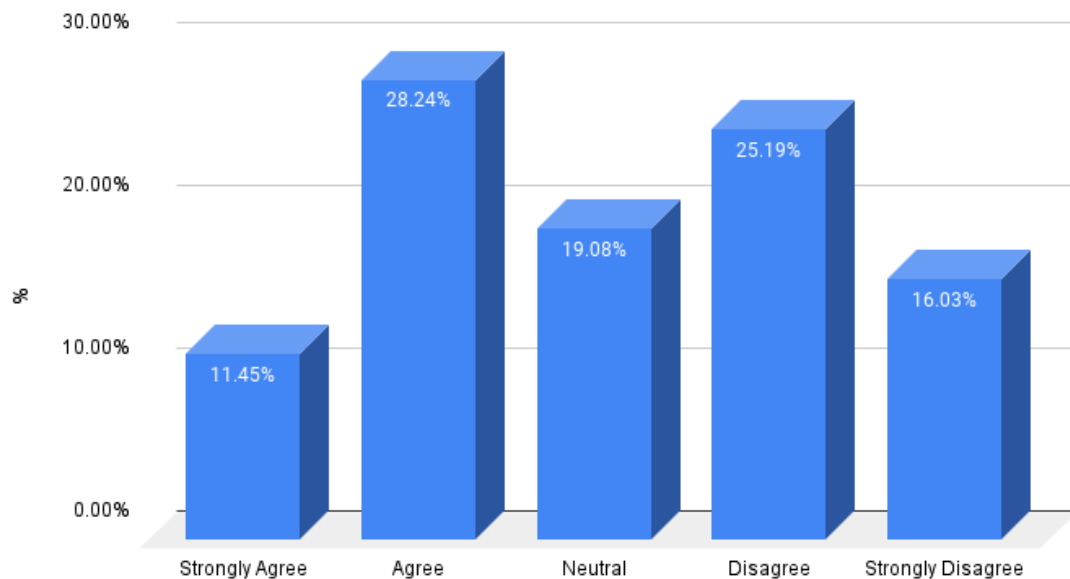


Figure 4.29: Layout makes it easy to get to the store you want

Source: Own construction

Brophy (2022) supports an efficient layout plan that can deliberately point customers to high-priority goods, spur impulsive purchases, control customer flow, maintain order, and provide a satisfying shopping experience. If customers find it simple to go to stores, that might speak directly to the positive experience. Customers feel annoyed if they cannot find what they are looking for in store. The more a time customer spends in a mall, the greater the chance they may spend more money to entertain themselves.

4.3.2.6.2 Overall Navigation

According to Figure 4.30, 25.95% of respondents believe that Khayelitsha Mall is simple to traverse, 14.50% disagree, 10.69% strongly agree, 17.56% highly agree, and 31.30% are indifferent. As a result, the findings indicate that 36.64% of participants find navigating the mall on foot extremely simple. Therefore, we think the mall's design makes it easy to find what shoppers are searching for or where they want to go. As most participants find it easy to walk around in Khayelitsha, this speaks directly to sales; however, other contributing factors can easily affect sales negatively.

Figure 4.30 shows navigation of Khayelitsha Mall

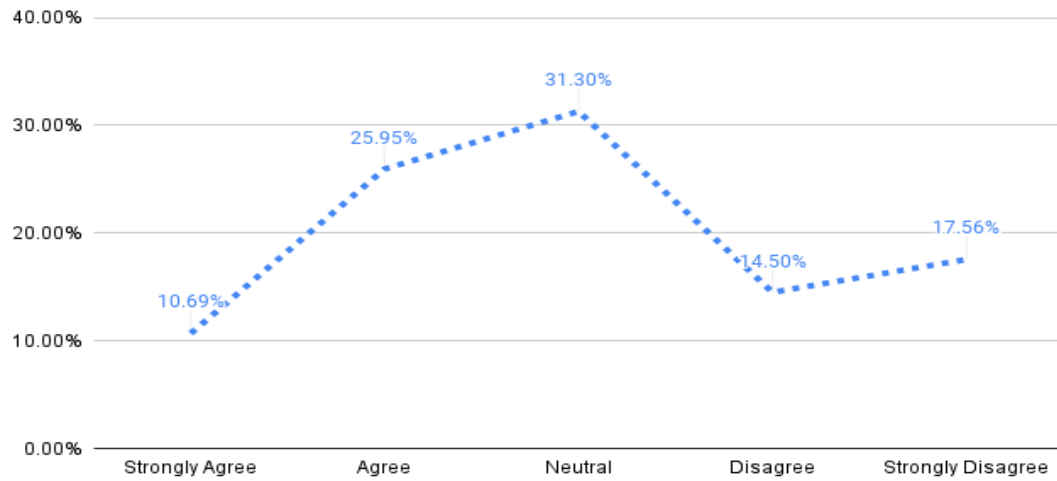


Figure 4.30: Layout makes it easy to get around

Source: Own construction

Damen (2021) concurs that there is no right or wrong method to build a mall, but it is critical to concentrate on your target market, your available space, and the kinds of things you sell to develop a retail mall layout that is effective for your company. The more research into the market, the more effectively the mall can be advertised if shoppers can easily find what they are looking for, there is a good chance that shoppers will return to the mall.

4.3.2.6.3 Access to Entrance and Exits

Figure 4.31 shows that 51.16% of the participants agreed that Khayelitsha Mall entrance and exists are easy to locate, supported by 16.30% who strongly agreed, 16.3% who were neutral, 11.63% who disagreed and 4.7% strongly disagreed. These results show that (67.46%) of the participants can easily locate and access the entrance and existing doors at Khayelitsha Mall.

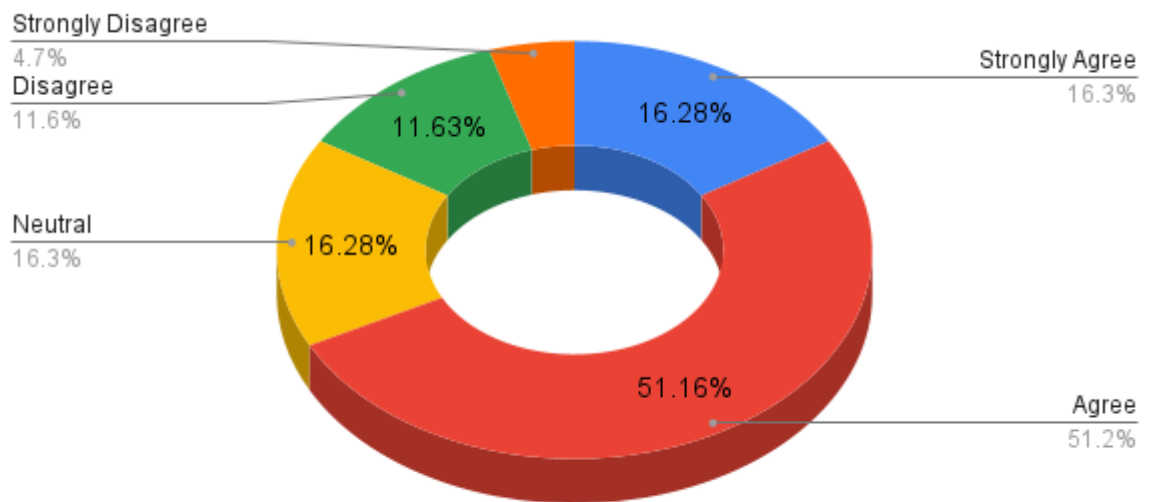


Figure 4.31: Shows Easy to finds: Entrance and exits

Source: Own construction

Sheikh (2019) states that nothing is more stressful than getting lost in a mall. Therefore, mall spaces should have multiple entrances for simple accessibility. When constructing a mall, entrance placement should be strategic to give easy access all customers coming from various directions.

4.3.2.6.4 Layout Navigation

Figure 4.3.29 demonstrates that 35.88% of the participants agreed that customers could easily move around the Khayelitsha Mall layout, 14.50% strongly agreed, 24.43% were neutral, 17.56% disagreed and 7.63% strongly disagreed. These show that 50.38% found it easy to navigate around Khayelitsha Mall. Navigating a mall should be easy and friendly; if customers find it pleasant to be around, they likely come for more experience, if the layout is easy navigating its customer time and likely to create loyal relations with customers for repeat business.

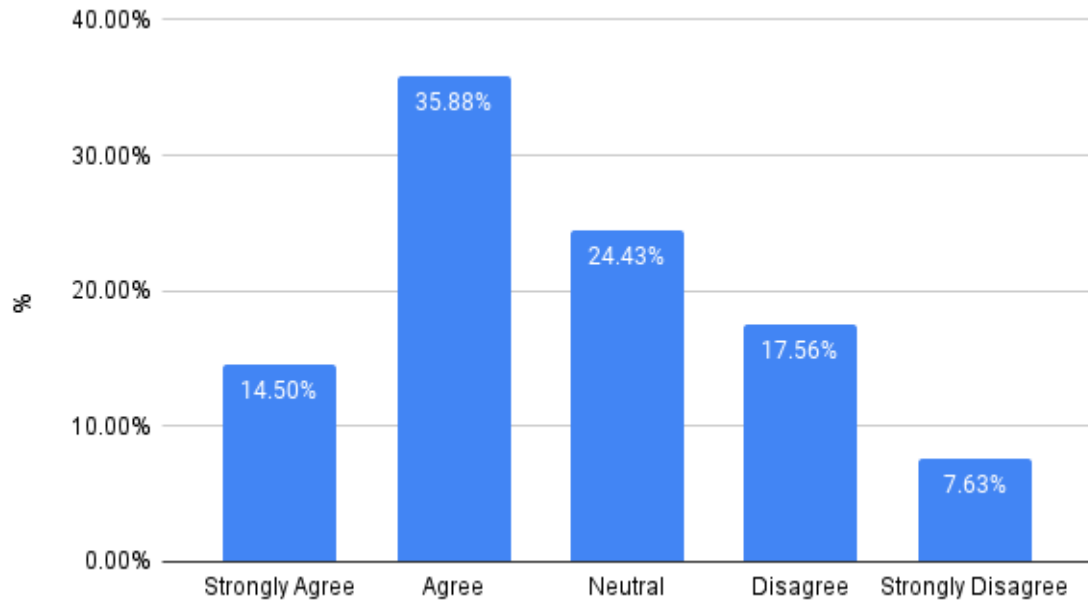


Figure 4.32: Mall layout easy to navigate

Source: Own construction

According to Stylist (2022), it can take clients at least an hour to find what they are looking for when they enter unfamiliar complexes. This is because their senses become overloaded.

4.3.2.7 Khayelitsha Mall Safety and Security Element

4.3.2.7.1 Safety Elements

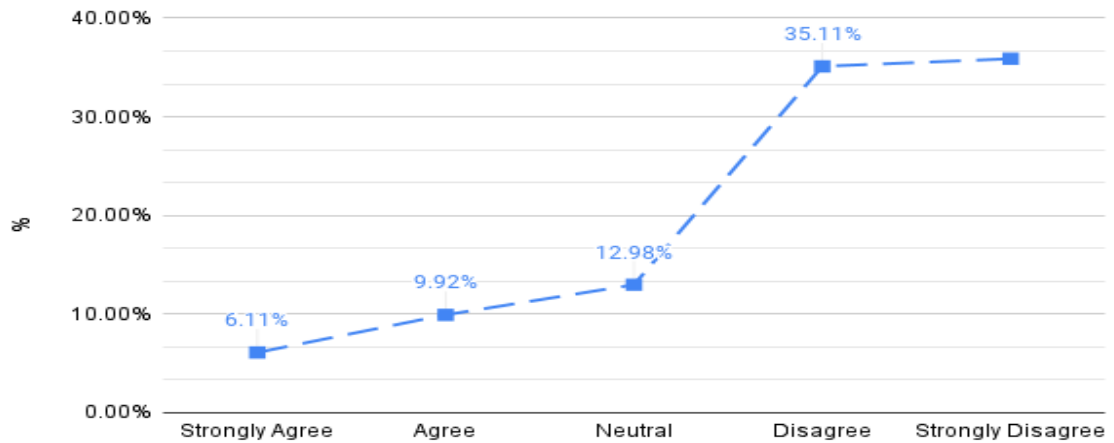


Figure 4.33: Customer Safety at Mall

Source: Own Construction

According to Figure 4.33, 35.1% of participants disagreed, 35.61% strongly disagreed, 12.98% were indifferent, 9.92% agreed, and 6.11% strongly agreed that they feel safe when they visit Khayelitsha Mall. The aggregate findings suggest that of most respondents (70.72%) feel unsafe in Khayelitsha Mall.

Considering that customer safety has an increased impact on customer spending, a mall's design should have included customer safety. Furthermore, the shopping mall draws thousands of people daily who bring considerable amounts of cash and credit or debit cards. Therefore, customers should feel comfortable in the shopping environment based on security components, and mall design can impact customer safety, according to Ceccato & Tcacencu (2018).

4.3.2.7.2 Directional Safety and Signs

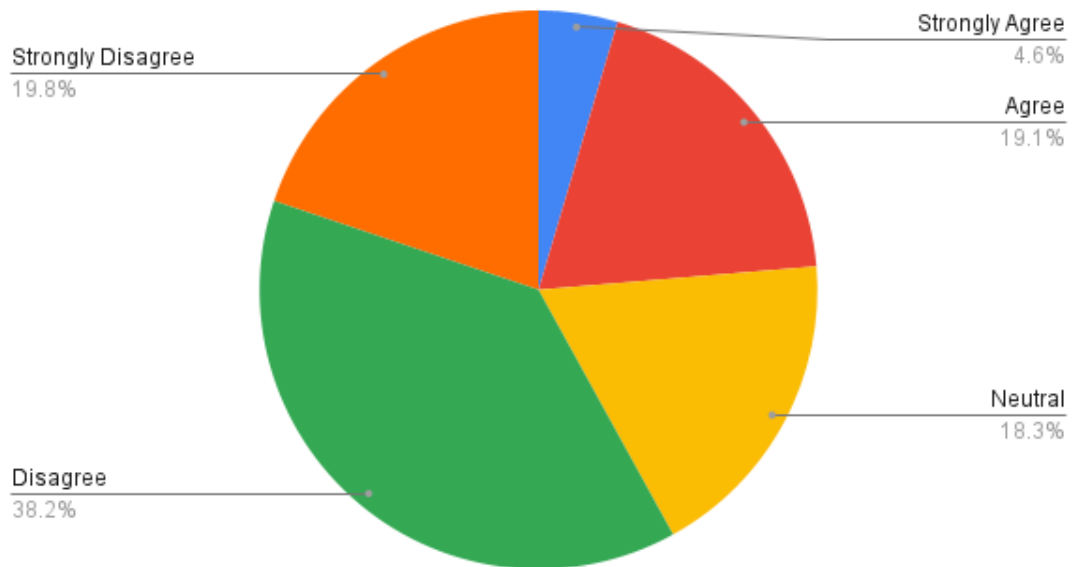


Figure 4.34: Safety and Security Signs are Visible

Source: Own construction

According to Figure 4.34, 38.2% of participants do not believe that the Khayelitsha Mall's directional safety and security guidance signs are visible enough. Additionally, 19.8% strongly disagree, 18.3% are neutral, 19.1% agree, and 4.6% highly agree. According to these findings, 58% of participants believe that Khayelitsha Mall lacks directional signs, which are essential for helping customers find their way around the building; the directional signage will impact the client experience.

Campbell Rigg (2022) states that mall owners and developers want to offer a distinctive shopping and entertainment experience, with solid branding and prominent directional signage to guide customers around the mall efficiently. The goal is to get more people into a mall and keep them there for longer. Everything from the "fashion, leisure entertainment, and food atmosphere, to the signage, and circulation" has a significant impact on how long a visitor stays.

4.3.3 Section C: Open-Ended Questions Analysis

Here are a few of the replies arbitrarily chosen from the surveys because the study should allow participants to voice their opinions on how they perceive shopping in Khayelitsha Mall.

4.3.3.1 Does the Design Layout influence the shopping percentages?

The researcher addressed the subject of knowing the percentage of customers that shop elsewhere and what potential causes of this behaviour. The answer will draw on personal experience, peer debate, and other sources. Below is a chosen list of 5 answers.

1	No. Because the Mall is quite old now, so it needs to be developed.
2	It's inconvenient
3	Yes, it does. Sometimes it is not easy to navigate to different stores especially when it is raining. There's basically no shelter to protect the customers during bad weather
4	Yes, because you cannot shop when the weather is bad.
5	No, They're expensive

4.3.3.2. Is it easy navigating this Mall Design Layout? Why?

The researcher was interested in learning how the participants navigated Khayelitsha Mall because, as this chapter discusses, if customers can get where they need to go quickly and easily, that could positively affect their experience and lead to the development of a loyal relationship with the mall.

1	Yes, it is easy to navigate because the stores are closer to each other
2	No, things might seem easy, but it is hard to remember certain stores as it gets full and chaotic at times.
3	No; far from the public transport
4	Yes; you get to the directions quickly
5	Yes. Because the directions are clear and easy

4.3.3.2 Compared to other malls you shopped, which mall design layout would you prefer? Khayelitsha Mall Design Layout or other Mall Design Layout?

Different types of malls, including open-air, enclosed space, and hybrid malls, are discussed in the literature review chapter. The researcher was interested in learning which type of mall participants would prefer or would best suit their needs and preferences. On this, more research can be done to learn more about customer preferences. By asking this question, the researcher could learn what the participant's preferred future course of action might be before making study suggestions.

1	I'd definitely prefer the other mall layout where there's proper and safe parking space
2	N1 mall
3	Canal walk, Somerset mall, Like Vangate Mall, Gugulethu Mall, Promenade Mall
4	Roofing
5	Other Mall design layout.

4.3.3.3 Does Khayelitsha Mall Design Layout allow you as the customer to shop in any kind of weather?

As discussed, the weather has a significant impact on shopping decisions. People are more likely to purchase warm foods and beverages when it is chilly outside. The purpose of this study was to determine whether the weather influenced participants' choices in the design of the Khayelitsha Mall.

1	Not it's too Open for the rain
2	No, when it's rainy days or windy it's not so easy as the mall is not covered
3	No, it doesn't make it easy to shop during bad weather conditions

4.3.3.4 Do you have any recommendation or further comment on Khayelitsha Mall Design Layout?

1	I would like to see some improvements pertaining the Mall
2	They should make it closed roof and have fewer entrances and the need to design parking and make it safe with Security visible at the parking
3	Can they just cover our heads please.
4	It must have shelter to hide when it is raining
5	I'd definitely recommend more safety precautions, have securities patrolling as well as having a structure that will enable the customers to shop in different stores even during bad weather conditions
6	Expanding the mall and giving it new uplift. With more security measures. And secure yard
7	I think they must be map that shows the shops
8	They need to extend it and add shops like Markham and Sport Scene

4.4 Conclusion

To better understand the perceptions and attitudes in relation to the Khayelitsha Mall design and to allow participants offer recommendations, the chapter has presented the analysis in detail using charts and graphical demonstrations from the collected data. It has also included some comments extracted from open-ended questions. A quantitative analysis was used to improve our understanding of descriptive statistical data. The analysis discovered some areas that required additional attention

Some of the areas which can be investigated in detail are:

- the tenant mix requires a second look;
- the mall's entertainment and leisure options;
- addressing the safety components;
- the enclosed mall could be renovated, as the majority of participants suggested;
- the parking lot could be renovated;
- more directional signs could be added;
- the mall's appearance and atmosphere might be reconsidered.

In the next chapter, the researcher will provide detailed conclusion and recommendations for the study.

CHAPTER 5

PRESENTATION DISCUSSION OF RESULTS

5.1 Introduction

The research described the graphical statistical data from the preceding chapter's interviews, questionnaires, and observations. In this chapter, more conversation is possible. The study also aims to determine whether the mall's architecture affects how customers are treated. Businesses, as mentioned in Chapter 2, have shifted their attention away from customer satisfaction and toward customer experience because, as is often said, people remember what they have experienced.

5.2 Conclusion on theory

Chapter 1: Topic Introduction

This chapter focussed on introducing the subject that will be covered for this research, conducting a pre-literature review, providing detailed objectives, formulating a problem statement, and briefly discussing the necessity and significance of the study. It also defines key concepts, research paradigms, methods and methodologies, research designs, demarcation/delamination of the study, research methodologies, data collection instruments, data collection

Chapter 2: Theoretical Study

In this chapter, the researcher has analysed recent literature on the subject, provided background information on shopping centres, provided background information on the history and development of Khayelitsha, and described elements that would affect the research analysis and conclusion. The researcher opted to investigate whether there is a correlation between the mall's design and customer experience after learning that it can directly or indirectly impact the consumer experience.

Chapter 3: The Research Methodologies

The researcher has covered data collection methods and coding in this chapter so that the data can be translated into graphical and chart information. In addition, we have

thoroughly reviewed the ideal research design to deliver the data and how we would gather the information.

Chapter 4: Research Analysis Information

The researcher interpreted the data acquired in this chapter using study instruments like questionnaires, observations, and interviews. Three sections contained the information: Section A, which had demographic and biographical data, Section B, which contained closed-ended questions, and Section C, which contained open-ended questions.

Chapter 5: Discussions, Conclusion and Recommendations

The researcher draws conclusion from the presentation in chapter four, wraps up the study, and offers suggestions in this chapter. Finally, more research can be conducted to learn more about this subject.

5.3 Section A: Demographical and Biographical Information

Information on the population's demographics and biographies is crucial for determining who uses Khayelitsha Mall's services and products. It is also utilised to identify the target market to comprehend how people feel about the issue under study. One of the key questions was about income, education, and employment.

5.3.1 Gender Participants

Gender Split

Female	Male
63,8%	36,2%

5.3.1.1 Conclusion

As discussed in chapter two table 2.5, the Khayelitsha area is mostly dominated by women, and the researcher findings support this. According to the gender tables, 63.8% of the participants are female and 36.2% are male.

According to IQ Business, (2020) “Women outnumber man in terms of purchasing power in South Africa. Despite being more likely to be unemployed and earning less than their male counterparts, research has found that women have the purchasing power in the majority of South African households. According to research, more than 60% of women in South Africa are the primary purchasers in the household. This essentially means that they make purchasing decisions. Women's purchasing power should not be underestimated, as their influence and decision-making power are reshaping the consumer market”.

5.3.1.2 Recommendation

The researcher suggests that mall management engage with female shoppers more frequently in order to obtain more suggestions, ideas, and development areas in order to keep them from shopping elsewhere while not leaving male shoppers behind. According to IQ Business (2020), women have more purchasing power, so direct marketing strategies, attractive and unique architectural and entertainment options may help retain loyal and new customers.

5.3.2 Age Group of the participants

Age Group

Years	18-25	26-30	31-40	41-50	51-60
%	22,62%	39,29%	26,19%	9,52%	2,38%

5.3.2.1 Conclusion

According to Chapter 2, 88.1% of those shopping at Khayelitsha Mall are between the ages of 18 and 40. This age group is considered to be the most active in economic activities because they have just completed their secondary or tertiary education, are looking for work, or are already working and starting businesses or families. According IQ Business, (2020) "Shopping is something that the majority of South African youth will continue to do in the future. In fact, compared to 19% of older shoppers, 35% expect to use physical stores more frequently in the future to research and purchase products. In contrast, 31% of older shoppers, compared to 20% of young shoppers, say they will use physical stores less".

5.3.2.2 Recommendation

Based on the findings, mall management should consider this group's expectations, as they like to compare experiences between malls or even products or services they have received. This age group is more influenced by trends that are disseminated via social media and can spread like wildfire. The design appearance and feel, safety elements, and tenant mix all play a significant role, as do entertainment options and food court. For this age group, the mall should be a one-stop shop; they should not travel from one to the other because time is of the essence.

5.3.3 Ethnic Group of the participants

Ethnics Group

<i>Ethnics</i>	<i>African</i>	<i>Coloured</i>	<i>Indian</i>	<i>White</i>
<i>%</i>	99,24%	0,00	0,76%	0,00

5.3.3.1 Conclusion

As stated in chapter two table 2,2, Khayelitsha is dominated by Black South Africans; the findings have been confirmed as the majority of the participants were African 99,24, coloured 0,00%, Indian 0,76%, and White 0,00%. Each race has its own set of cultural,

values, general beliefs, and ethnic beliefs. According Leonard, (2018) Every business leader must consider the impact of diversity and ethics on success. There are legal and ethical considerations to be made when dealing with diversity issues. There are also productivity and profitability issues to consider.

5.3.3.2 Recommendation

The researcher recommends that mall management to consider what speaks to this specific market when providing services to this market. The tenant mix is important, as are entertainment options, safety and security, a price sensitive market, and other factors. Because Africans are considered to be family oriented, a single family house can accommodate up to 7-11 family members. Having a mall that provides all services will save them money, time, and allow them to spend time together as a family.

5.3.4 Employment status of the participants

Employment Background

<i>Status</i>	<i>Employed</i>	<i>Students</i>	<i>Own a Business</i>	<i>Unemployed</i>	<i>Looking for work</i>
%	65,63%	8,59%	4,69%	15,63%	5,47%

5.3.4.1 Conclusion

According to the results, 65,63% of the participants were employed, which indicates a high likelihood that they will support Khayelitsha Mall financially. Additionally, 4,63% of the participants were business owners, indicating potential, and 14,06 students and active participants will likely have disposable income soon to spend at Khayelitsha Mall.

5.3.5 Education background of the participants

Educational Background

<i>Level</i>	Less than high	High	College	Associate	Bachelor	Diploma	Graduate	Post Graduate	other
%	2,29	35,88	16,79	3,05	15,27	9,16	6,11	9,16	2,29

5.3.5.1 Conclusion

Participants were asked to discuss their educational backgrounds. According to the data, 35,88% of them had matriculation or its equivalent, followed by 16,79% colleges, 15,27% bachelor's degrees, 9,16 diploma and post-graduate degrees, and 6,11% graduates. Therefore, the economy will benefit from people being able to afford employment or entrepreneurship, as education plays a significant part in employment credibility. Education level can aid in determining the level of detail for each service or product that must be provided to a specific market. If the target market's educational level is less than or equal to high, some products that will be sold to this market may require detailed explanation or assistance through having heavy personnel who can explain how and what the products are for as they may have been exposed to the products. The implication is that those who travel to Khayelitsha have some form of disposable income that they spend when they go to Khayelitsha Mall. Giving them precisely what they need and want regarding goods and services can considerably enhance their experience at Khayelitsha Mall. The participants' education level influences their thought and decision-making processes; thus, it is crucial to relate to them to support their purchase decisions.

5.4 Quantitative Discussion: Closed-ended Questions (Likert Scale Questions)

To collect data from the participants in this study, the researcher employed a Likert scale. Scales ranging from 1 (lowest score) to 5 (highest score) were used to grade the responses. One is Strongly Disagree, two is Disagree, three is Neutral, four is Agree, and five is Strongly Agree. This portion categorises the data, and each participant is asked to reply based on their perspective.

- Mall Tenant Mix and Market Segment
- Khayelitsha Mall Shopping Experience
- Khayelitsha Mall Visit Frequency
- Mall Accessibility (Transportation, Food Court Parking, Restrooms, and other areas)
- Mall Navigation and Directions
- Khayelitsha Mall Safety and Security Element

According Bureau, (2014) The cost of developing a mall is high, and the time span from concept to completion is lengthy. The ramifications for the community are enormous. As a result, it is critical that the mall succeed for all stakeholders. Design and the design team are critical to the mall's success for its stakeholders. The research selected one question under each category that is more closely related to the recommendation, and the discussion will cover the findings, conclusions, and advice. The discussion section will connect the researcher's findings to the main research questions and sub-questions; the sub-questions will guide the discussion and lead to an answer to the main question, which is discussed in chapter one; 1.6.1 and 1.6.2. As discussed, additional research can be conducted to comprehend better and interpret the occurrence.

5.4.1 Research Main Question

What essential elements of the design and layout of the Khayelitsha Mall should be taken into account by mall management to enhance and retain the current

customer experience and the capacity of service providers to provide high-quality deliverables?

There are many components, elements or factors that could be look at before building or developing a shopping mall in any area, the elements such as location, market segment, learnings from others, tenant mix as explained (Agarwal, 2020). According to Bureau, (2014) Customers also want variety, diversity, comfort, comprehensiveness, convenience, safety (from traffic), security, ambiance, parking, and accessibility. Malls that offer all of the above attract more customers and extend their stay time.

To address the main research question, the researcher has identified the following elements:

- Mall Tenant Mix and Market Segment
- Khayelitsha Mall Shopping Experience
- Weather conditions
- Parking Design and Layout
- Time spent at the mall (Food Court, Entertainment options, Music)
- Khayelitsha Mall Visit Frequency
- Respondents revisit mall
- Khayelitsha Mall Safety and Security Element
- Khayelitsha Mall Accessibility
- Mall Navigation and Directions
- Customer Shopping Outside the Mall

In order to answer the main research question, these elements will be linked with each research sub-question.

5.4.2 Research Sub-questions

How does the design and layout of Khayelitsha Mall have an impact on the shopping experience of customers?

This question has been addresses by following research findings;

- Mall Tenant Mix and Market Segment

- Khayelitsha Mall Shopping Experience
- Weather conditions
- Parking Design and Layout
- Time spent at the mall (Food Court, Entertainment options, Music)
- Khayelitsha Mall Visit Frequency
- Respondents revisit mall

5.4.2.1 Mall Tenant Mix and Market Segment

The mall has an excellent variety of stores	Percentage (%)
Strongly Agree	4,58%
Agree	21,37%
Neutral	25,95%
Disagree	25,19%
Strongly Disagree	22,90%

5.4.2.1.1 Conclusion

According to Kyriazis and Cloete, (2018) A good tenant mix will attract shoppers from other established shopping malls, increasing market share for the shopping mall under management. Good shopping mall shapes and layouts are designed to allow customers to reach as many retailers as possible. As explain as per the findings 48.09% of the participants disagreed that Khayelitsha Mall has an excellent variety of stores available, 25.95% neutral they were unsure whether to agree or disagree and 25.95% agreed to say Khayelitsha Mall offers them excellent store selection.

5.4.2.1.2 Recommendation

The tenant mix in malls is always a trial by error, as stated in chapter 4, it will be ideal for the mall if more customers believe that mall owners have at least 90% of the tenants they need. The proper tenant mix can result in more profitable and long-term customer relationships. First National Realty Partners, (2021) mentioned it. A good tenant mix benefits retailers by increasing sales and popularity, while it benefits property owners by increasing rental income and allowing them to re-lease vacant space more quickly.

5.4.2.2 Khayelitsha Mall Shopping Experience

Mall Architecture Attraction	Percentage (%)
Strongly Agree	6,87%
Agree	13,74%
Neutral	19,08%
Disagree	20,61%
Strongly Disagree	39,69%

5.4.2.2.1 Conclusion

According to these results, 60.3% of participants disagree that the architecture of the Khayelitsha Mall is appealing, while 19.08% are unconvinced and 20.61% think it is. According to Bajcinovci, (2016) "Architectural structures and buildings, particularly large shopping mall structures, must require a greater hybridization of functional interrelationships in modern structures. There is a lot of foot traffic between shopping mall complexes and urban regional communities, as well as various types of functional services like hotels, airports, and mega terminal structures". The ambience and uniqueness play an important role in ensuring customers have the best shopping experience possible. Most malls hire visuals managers and maintenance managers to

keep the look and feel of the mall fresh and ensure the mall is well maintained in all aspects.

5.4.2.2.2 Recommendation

According to the findings of the studies in Chapter 4, participants generally dislike how Khayelitsha now looks and feels, and they find the mall's architectural style unattractive. A suggestion for improvement is made. The participant's curiosity and support but are not particularly down to the design's existing aesthetic. Buiocchi, (2019) explains that While many brands have risen to the occasion, for the vast majority of retailers, appearances are not working in their favour. In the last six months, 70% of shoppers had a negative experience at a retail store. These negative experiences were attributed to empty or broken shelves, disorganized inventory, dirty bathrooms, or parking lot problems (such as potholes). Parking bays, toilets, cleanliness, quality, and service all play important roles in enhancing the customer experience at the mall. A well maintained mall and visual refresh creates attractive atmosphere, keeps customers around the mall for a very long time.

A recommendation to keep the current mall architectural design looking refresh is by having;

- daily routines such as cleaning of windows, doors, floors, refresh mall merchandise displays, digital advertising boards and parking are well maintained.
- Monthly routines such as window displays, mall lighting, sign lighting, doors, and decoration to be updated in each season
- Yearly routines such as exterior building maintenance coat of painting, power washing, gutter cleaning, parking lot and roof inspections, landscaping, leaf removal and other.

5.4.2.3 Khayelitsha Mall Customers impacted by Weather Conditions

Weather Conditions	Percentage (%)
Strongly Agree	4,58%
Agree	12,21%
Neutral	6,87%
Disagree	31,30%
Strongly Disagree	45,04%

5.4.2.3.1 Conclusion

According to Tran, (2022) “Weather effects on store sales are surprisingly persistent, even after accounting for shoppers simply changing when and where they make their purchases, according to an analysis of daily sales at a national apparel and sporting goods brand's stores. Furthermore, sales at stores with more experience with severe weather events have a lower response, implying that adaptation may mitigate the negative impact of increasingly severe weather on sales”. According to the table, 76,34% disagree with the weather conditions in Khayelitsha Mall, 6,87% are neutral, and only 16,79% agree. According to empirical studies, it is very difficult to shop at Khayelitsha Mall when it is raining; it keeps customers immobile until the rain stops, making moving from one shop to another impossible.

5.4.2.3.2 Recommendations

According to Tran, (2022) Weather has several dimensions, including temperature, rain, and snow. What constitutes "good" or "bad" weather for a specific retail store is determined by contextual factors such as store type (indoor or outdoor), and location. According to the results and discussions, customers are dissatisfied with the current design of Khayelitsha Mall because it does not make shopping enjoyable during their visit or shopping at the mall. When it rains, they cannot easily move between stores,

and when it's too hot, they cannot move because their skin will burn. It then advised the mall to create or construct budget-based covered walking pathways for customers, as well as include the tenant mix that shops are exposed to all weather.

5.4.2.4 Parking Design and Layout

Parking Design and Layout	Percentage (%)
Strongly Agree	5,34%
Agree	13,74%
Neutral	19,85%
Disagree	32,82%
Strongly Disagree	28,24%

5.4.2.4.1 Conclusion

Kumar, (2022) explains that Convenient parking and modern retail go hand in hand these days. Parking is a major factor in determining where people will spend their day. Malls, amusement parks, hotels, and even government-led projects like smart cities have implemented smart parking lots that are manned by security to ensure customer and vehicular safety.

These results indicate that 61.06% participants disagree with the parking layout and design of the Khayelitsha Mall, while 19.08% do and 19.85% are unsure. The consumer wants a place that is easy to identify, with little trouble in moving about the parking area, and that is close to the store or store group where he or she is going to shop. In general, there is plenty of parking in front of the shopping centre (Kumar, 2022). Customers are more secure with lighting, visible security, and covered parking than with open air parking because the car is exposed to all types of weather, which can cost customers thousands of Rands in paint and scratches due to heavy air stones and other factors.

5.4.2.4.2 Recommendation

The arrangement of the parking lot at Khayelitsha Mall needs to be improved and must include a safety component such visible security, bright lighting and build a covered parking. The parking situation is currently undesirable. Customers spend much money maintaining their vehicles and preventing wheel damage. As discussed by Kumar (2022), he desires an easy parking space with all safety elements and access to all stores and lifts. Proper planning and demarcation of the parking area at Khayelitsha Mall can help to improve the customer experience when they come to shop.

5.4.2.5 Time Spent at the Mall

Time Spent by Customers	Percentage (%)
Strongly Agree	23,66%
Agree	12,21%
Neutral	18,32%
Disagree	40,46%
Strongly Disagree	5,34%

5.4.2.5.1 Conclusion

According to Karunesh, (2022) The changing shopping trends necessitate shopping mall owners implementing strategies to improve the shopping experience of their customers and create an ultimate shopping destination. As discussed in chapter 4, if customers spend more time at a mall, it may signify that they are having a good time. However, 45.8% of participants said they did not enjoy their time at Khayelitsha Mall, while 18.32% were unsure and 35.87% were unsure.

Elements such as a diverse tenant mix, food court, music, events, and entertainment options entice customers to spend more time at the mall, which may lead to increased spending and repeat business transactions.

5.4.2.5.2 Recommendation

(Karunesh, 2022) explains that A shopping mall is more than just a place where you can shop and eat. Mall Management must organise activities and events to increase traffic to the mall. Inviting non-profit organisations and community groups to hold events to entertain the audience and improve their mall experience is a good idea. Plan activities that will encourage them to interact and spend more time at the mall.

People will spend more time in a mall if there are attractions that will keep them there longer, such as restaurants, a variety of tenants, games, and after-hours activities such as gyms. Unfortunately, the Khayelitsha Mall currently offers very few entertainment and recreational opportunities.

5.4.2.6 Khayelitsha Mall Visit Frequency

How frequently do you shop at Khayelitsha Mall	Percentage (%)
Once a month	20,61%
Bi-Weekly	10,69%
Weekly	33,59%
Daily	1,59%
Sometimes	29,77%
Not at all	3,82%

5.4.2.6.1 Conclusion

According to Makgopa, (2018) shopping mall retailers operate in a highly competitive retail environment that necessitates effective management in order to satisfy customers and gain customer loyalty. A customer may visit a mall at their own frequency for a variety of reasons, including being paid monthly, weekly, or having access to transportation, convenience, customer experience, entertainment options, availability of tenant mix, safety elements are in place, architectural design attractions, and many others. However, these findings show that 44.28% of participants visit the mall weekly, 29.77% visit the mall occasionally, 20.61% once a month, 3.82% never visit the mall, and only 1.59% visit the mall daily Customers will only return to the mall if they had a positive experience and received great experience.

5.4.2.6.2 Recommendation

Create marketing initiatives during the week and on the weekends that can draw customers from various market sectors; however, these initiatives must be target at the mall's regular customers. The marketing initiatives encourage people to visit the mall. According to Lloyd et al., (2014) Consumers can reduce their mall shopping costs by one-stop shopping, cross-shopping, and multi-purpose shopping. Service convenience is expected to have a positive effect on both hedonic and utilitarian shopping value.

5.4.2.7 Respondents will revisit mall

I will revisit Khayelitsha Mall	Percentage (%)
Unlikely	24,81%
Likely	26,36%
More	17,83%
Not at all	3.88%

Possible	17,05%
Impossible	2,33%
Not Probably	6,98%
Very Probably	0,78%

5.4.2.7.1 Conclusion

These results show that 38% of the participants are unlikely to revisit the mall and 62% probably will visit the mall. According to the findings, customers are more likely to return to Khayelitsha Mall, despite the fact that the mall needs to improve in most design areas and lacks a diverse tenant mix.

5.4.2.7.2 Recommendation

- Revamp the mall architectural design even it will be costly however it will keep the mall look and feel refreshed and retain and attracts more customers
- Create great offers: mall to partner with mall departmental store and create deals and marketing activities to attract more footfall (Red Sales in all stores at once), according to Merchant, (2017) Subtle hints about upcoming events and current events must be conveyed to customers at all locations, from parking lots to restrooms, in order to keep them returning for a while longer. It does not have to be blatant advertising, but rather information that can be acted on.
- Free Price Competitions: all customers want to have free gifts or free items, having these competitions can help spread through word of mouth.

5.4.3 What are the expectation of customers regarding mall design and layout?

This question has need answered by following findings:

- Khayelitsha Mall Safety and Security Element
- Khayelitsha Mall Accessibility
- Mall Navigation and Directions

5.4.3.1 Khayelitsha Mall Accessibility

This covers all aspects Transportation, Food Court Parking, Restrooms and Other Areas

Access to Restrooms	Percentage (%)
Strongly Agree	8,40%
Agree	22,90%
Neutral	22,14%
Disagree	29,77%
Strongly Disagree	16,79%

5.4.3.1.1 Conclusion

According to the statistics, 46.56% of the participants disagree that it is simple to find facilities, 22.14% are unsure about the situation, and 31.3% think it is simple to find restrooms at Khayelitsha Mall. Easy access to the bathroom has the potential to improve consumer satisfaction, as stated in chapter 4. However, the worst experience is going to a mall and finding restrooms. According to Juhari, Ali and Khair, Nurhayati,

(2012) malls should be designed to meet customer expectations because customer time is very valuable. Consumer perceptions of the time and effort involved in purchasing or using a service are defined as service convenience.

5.4.3.1.2 Recommendation

The managers of Khayelitsha Mall should erect a sizable directing sign to assist customers in finding all the locations they visit nearby. By placing signs, customer satisfaction may improve because visitors can easily follow them without travelling in the dark or asking for directions.

As customers are very curious, the demarcation of available amenities such as food court, entertainment areas, gym, apparel stores, toilets, security office, and other offers in the malls plays a huge role in keeping the customers longer at the mall. Entertainment is increasingly an integral part of the marketing strategy used by shopping centres to entice consumers (Merchant, 2017).

When customers visit the mall, they expect some sort of direction. Shopping is only one of them. A customer can spend time browsing apparel and lifestyle categories before moving on to food courts and activity-based entertainment centres. Cinemas and fine dining are also recommended. Maintain them (Merchant, 2017).

5.4.3.2 Khayelitsha Mall Safety and Security Element

I feel safe whenever I visit the Mall	Percentage (%)
Strongly Agree	6,11%
Agree	9,92%
Neutral	12,98%
Disagree	35,11%
Strongly Disagree	35,88%

5.4.3.2.1 Conclusion

Findings suggest that only 16.03% of participants felt comfortable at Khayelitsha Mall, with 70.99% feeling unsafe there. This is alarming because many people who frequent malls do so with vast amounts of cash. Microsegur, (2022) explains that shopping malls attract a large number of people who come to shop, eat lunch or dinner in a restaurant, watch a movie, or meet for coffee, among other things. As a result, the security protocol in shopping centres is critical because customers are vulnerable to certain threats.

Mall management must ensure that customers have a safe shopping experience by displaying safety elements such as heavy and professional security, closed-circuit television (CCTV) cameras, safe parking, and other services.

5.4.3.2.2 Recommendation

The security and safety measures at Khayelitsha Mall must be improved; else, customers will not go there in the first place. The enhancement of security increases safety and comfort for the customers. These findings might be one of the reasons why visitors to the Khayelitsha Mall do not hang out there for very long. Khayelitsha Mall management must improve the current state of security at the mall.

5.4.3.3 Mall Navigation and Directions

The layout makes it easy to get to the stores you want	Percentage (%)
Strongly Agree	11,45%
Agree	28,24%
Neutral	19,08%
Disagree	25,19%

Strongly Disagree	16,03%
--------------------------	--------

5.4.3.3.1 Conclusion

According to these results, 19.08% of participants are unsure, and 39.69% think that Khayelitsha Mall's layout makes it easy to find the stores they wish to visit. However, 41.22% of participants disagree. As discussed easy accessibility to all amenities may help to retain the customers for longer and they might spend more if the experience is positive, as discussed by Makgopa, (2018) malls has become as social venue and recreational centres. Malls must be become one-stop shop, customers should not see a need to drive out of the mall to get other product or service.

5.4.4 What benchmark drive customers' expectations?

There are many measures that could be used to benchmark malls by customers such as architectural features of the mall, service, quality, cleanliness, tenants mix, safety and other however the researcher has used figure 4.23 and 4.8 to benchmark results of this study. According to Righter, (2022) Although every retailer is unique, comparing store or mall performance to competitors' allows retailers to see how they measure up. Benchmarking store performance is a powerful tool, but it must be used with caution. The location (whether mall-based or off-mall-based), type of goods sold, and store size all have a significant impact on costs and sales figures.

5.4.4.1 Khayelitsha Mall Tenants Mix and Market Segment

The layout makes it easy to get to the stores you want	Percentage (%)
Strongly Agree	4,58%
Agree	19,08%

Neutral	32,06%
Disagree	29,01%
Strongly Disagree	15,27%

5.4.4.1.1 Conclusion

According to the tables, 23,66% agree that the Khayelitsha Mall has the correct tenant mix and property segmentation, 32,06% are neutral, and 44,28% disagree. As a result, the majority of customers are dissatisfied with the tenant mix in Khayelitsha, and they shop away the majority of the items. They may be visiting Khayelitsha Mall for additional groceries, but not to spend leisure time with family and friends. According to (Wilkinson and Tennessee, 2020) Choosing the best tenant mix is not an exact science. Choosing the best tenant mix can be a difficult and time-consuming process with no guarantees of success. Because of the one-stop-shopping trend, tenant mix is also important.

5.4.4.2 Khayelitsha Mall outside Shopping

Shop Away Per centage Group

Items	0-20%	21-40%	41-60%	61-80%	81 & above
<i>Clothing & Shoes</i>	23,03%	20,20%	12,75%	14,08%	26,32%
<i>Food & Fast Food</i>	12,62%	29,29%	31,37%	28,17%	17,54%

Accessories & Jewellery	23,66	11,11%	13,73	21,13%	19,30%
Beauty & Cosmetic	17,35	22,22%	26,47%	18,49%	17,54%
Electronic & Other Equipment	23,34%	17,17%	15,69%	18,13	19,30%

5.4.4.2.1 Conclusion

According to Noble, MacKenzie and Meyer, (2015) Consumers now stand in stores, using their smartphones to compare prices and product reviews; family and friends instantly weigh in on shopping decisions via social media; and when they're ready to buy, an ever-growing list of online retailers delivers products directly to them, sometimes the same day.

The Clothing and Shoes segment revealed that 53,15% of participants shop away from Khayelitsha Mall, and one of the empirical responses conducted customers stated that they are dissatisfied with the tenant offering for apparel. Food and fast food customers prefer to shop groceries and dine outside Khayelitsha Mall, so better offerings will be appreciated. Currently, Khayelitsha Mall has no dine-in options other than a fast food restaurant that does not provide an ambient look and feel.

Customers prefer to buy accessories and jewellery outside of malls in 53,16% of cases, beauty and cosmetics in 62,02% of cases, and electronic and other equipment in 53,3% of cases. Costann Investment (2022) explained in Chapter 4 that customers prefer shopping malls that have everything (one-stop-shop), allowing them to save money and time. Customers will prefer to shop at malls that have everything they need under one roof.

5.4.4.2.2 Recommendation

Proper detailed studies must be conducted to understand why well-known tenants left Khayelitsha Mall. According to the research study, Khayelitsha lacks architectural attraction, safety, and accessibility. Some of these elements must be monitored by mall management and addressed through continuous development. Currently, the majority of Khayelitsha customers do their bulk shopping outside of Khayelitsha Mall.

5.5 Section C: Qualitative Discussions: Opened Ended Questions

This section was designed to enable people to express their thoughts and feelings regarding Khayelitsha Mall and to learn what suggestions they may have.

5.5.1 Does the Design Layout influence the shopping percentages? Please explain how?

As discussed in chapter one customers are no longer going at the malls for normal shopping, malls has become destination to spend leisure time, dine in and spend more time with family and friends , according to Fantoni, Hoefel and Mazzarollo, (2014) Innovative malls are incorporating value-added elements such as concerts, arts centres, spas, fitness clubs, and farmer's markets in an attempt to recast the mall as the new downtown. An emphasis on fine dining and events is also contributing to malls becoming the focal point of the local community, a place to spend quality time with friends and family rather than just wolfing down a meal at the food court. The researcher wanted to explore and understand the views of the participants why would they leave Khayelitsha Mall and shop somewhere else. The responses were listed

1	No. Because the Mall is quite old now, so it needs to be developed.
2	It's inconvenient

3	Yes, it does, sometimes it is not easy to navigate to different stores especially when it is raining. There's basically no shelter to protect the customers during bad weather
4	Yes, because you cannot shop when the weather is bad.
5	No, They're expensive

Source: Own Construction

Conclusion

In conclusion, customers are looking for convenience and value for money. Based on the feedback provided, customers are concerned with the mall's architectural design, maintenance management, weather conditions, and other factors. Mall management should conduct additional research to obtain more recommendations for improving the mall's current state.

5.5.2 Is it easy navigating this Mall Design Layout? Why?

As discussed in Chapter two, customers become easily frustrated if they are unable to navigate the mall or find what they are looking for or where they are looking for. The researcher wanted to investigate and comprehend how customers in Khayelitsha Mall find their way around. According to Vartak, (2020) Malls have floor maps of all floors on each floor at the main entrance to help with navigation. Some of these maps are interactive, allowing you to search for a specific store and see where it is located in the mall. In addition, malls have one information desk on each floor to assist you whenever necessary.

1	Yes, it's easy to navigate because the stores are fairly closer to each other
2	No, things might seem easy, but it is hard to remember certain stores, as it gets full and chaotic at times.
3	No far from the public transport

4	Yes, you get to the directions quickly
5	Yes. Because the directions are clear and easy

Source: Own Construction

Conclusion

According to the responses, the majority of customers find it easy to navigate Khayelitsha Mall because the stores are closer to each other, the directions are clear, and the mall is easily accessible via public transportation.

5.5.3 Compared to other malls you shopped, which mall design layout would prefer? Khayelitsha Mall Design Layout or other Mall Design Layout?

1	I'd definitely prefer the other mall layout where there's proper and safe parking space
2	N1 mall
3	Canal walk, Somerset mall, Like Vangate Mall, Gugulethu Mall, Promenade Mall
4	Roofing
5	Other Mall design layout.

Source: Own Construction

Conclusions

5.5.4 Does Khayelitsha Mall Design Layout allow you as the customer to shop in any kind of weather?

The researcher wanted to understand and explore how the weather condition impacts shopping. According to Accu Weather, (2020) after the economy, the weather has the

greatest impact on consumer behaviour. It influences consumers' emotional states, influences their purchasing decisions, and determines how much they are willing to spend. The effects are far more pervasive than the obvious examples that come to mind: ice cream sales on hot days and umbrella sales when it rains.

1	Not it's too Open for the rain
2	No, when it's rainy days or windy it's not so easy as the mall is not covered
3	No, it doesn't make it easy to shop during bad weather conditions

Source: Own Construction

Conclusion

Most respondents dislike certain weather conditions because they make it difficult to move from one department store to another; for example, when it is windy and raining, it is difficult to navigate the mall. Customers are about time, and waiting for windy or rainy weather to die down may impact or frustrate them. The current design and layout of Khayelitsha Mall does not allow customers to shop easily regardless of the weather.

5.5.5. Do you have any recommendation or further comment on Khayelitsha Mall Design Layout?

In order for any business to improve on its current development and operation, it is critical to obtain feedback from end users. End users will provide you with direct feedback that will aid in the development of new innovations and the enhancement of current services. According to Stefanini Group, (2022) Unlike the traditional shopping experience, which is concerned with how customers interact with and serve your storefront and brand, today's shopping experience is concerned with how customers interact with and assist your storefront and brand. The following are some suggestions based on the responses.

1	I would like to see some improvements pertaining the Mall
---	---

2	They should make it closed roof and have minimised entrances and the need to design parking and make it safe with Security visible at the parking
3	Can they just cover our heads please.
4	It must have shelter to hide when it is raining
5	I'd definitely recommend more safety precautions, have securities patrolling as well as having a structure that will enable the customers to shop in different stores even during bad weather conditions
6	Expanding the mall and giving it new uplift. With more security measures. And secure yard
7	I think they must be map that shows the shops
8	They need to extend it and add shops like Markham and Sport Scene

Source: Own Construction

Conclusion

In this day and age customers has access to information, getting feedback from customers will actually help the mall management a better view of the current trends on current subject matters Stefanini Group, (2022) explained that The best way to learn about their shopping experience is to implement a retail feedback system to understand customer behaviour and conduct customer satisfaction surveys.

5.5.4.1 Recommendation

- The researcher would like to suggest that the mall conduct a thorough analysis of the tenant mix,
- Revamp and expand the existing parking area,
- Enhance security and safety measures.

- Most participants suggested creating an enclosed mall since they dislike the current one.
- The researcher wants to urge more investigation to understand the phenomena

5.6 Achievements of the research objectives

The research objective guides and directs the entire study research. The outcomes of achieving these goals are discussed.

- **To ascertain the factors that influenced the mall's design and layout.**

The second chapter provided a detailed research literature review and background on what elements and characteristics can influence mall design and layout. As a result, this goal has been met.

- **To determine how the current design and layout of the mall affect customers' experiences and purchasing decisions.**

The research showed elements and characteristics that influence customers' shopping experiences and purchasing decisions at Khayelitsha Mall. Elements and characteristics such as mall tenant mix, architectural design, parking availability, ventilation system, mall look and feel, food selection, entertainment options, music selection, lighting, safety and security, and accessibility of entrance and transportation are all examples of mall elements and characteristics. As a result, this objective was met.

- **To understand the capability and ability of tenants to provide quality services to customers.**

The mall management is responsible for addressing the elements that are used to attract repeat business to customers such as tenant mix, architectural design, parking availability, ventilation system, mall look and feel, food selection, entertainment options, music selection, lighting, safety and security, and accessibility of entrance and transportation. According to the literature review, if the elements and characteristics are addressed and maintained, customers will always recommend the mall as a

destination and form loyal relationships, potentially leading to increased sales and growth. Therefore, this objective was achieved.

5.7 Conclusion

The chapter provided more information on the discussion and results on the elements and characteristics that influence the customer shopping experience, such as tenant mix, market segment, weather conditions, parking design and layout, time spent at the mall, food court, entertainment alternatives, music, architectural design, ventilation system, accessibility, look and feel, and others. If these elements are not well planned and maintained from the start, they may have a negative impact on the customer experience.

Customers visit a shopping mall not only to buy products and services, but also to find inspiration for their visit, relieve stress, enjoy the serenity of the mall, and overcome boredom and isolation (Turkson, Amoah and Van Eyk, 2022). Malls must be welcoming and appealing for customers to return and spend more time at the mall; this could result in increased sales and a larger customer data base as customers can easily spread positive customer experiences, attracting more customers.

The researcher will summarise the study's literature review, research methodologies, research discussion and results, and make recommendations for future research areas in the following chapter.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

6.1 Introduction

The purpose of this study was to better understand the impact of mall design on customer experience, specifically in the case of Khayelitsha Mall. This study has six chapters, which will be summarized in the conclusion on theory section. The sixth chapter will summarize and conclude the theory used to research the phenomenon, the major conclusions on qualitative and empirical results, recommendations, future areas of research, and the study's conclusion.

6.2 Conclusion on Theory

- **Chapter one;** Introduction and Background: This chapter outlined the research topic, the background of the research problem, the goals, questions and objectives, as well as the processes used to collect primary data, a detailed research plan with completion dates, and the proposed methods and structure of the research.
- **Chapter two:** Literature Review: The researcher provided a detailed literature review similar to the research study, which facilitated in providing context and determining what has already been covered on this topic.
- **Chapter three:** Research Methodology: This chapter outlined the research design methods for collecting primary data from various sources in detail. The research design, methods, research processes, and analysis have all been clearly defined by the researcher.
- **Chapter four:** Results and Discussions; The primary information that was collected has been analysed using research methodologies, and the actual problem has been drawn using the information that was collected.
- **Chapter five:** Presentation and Discussion: The researcher answers the research objectives and research main question and sub-questions. The researcher draws major conclusions in this chapter and presents them using qualitative and quantitative

methods. The researcher responds to the research objectives as well as the research main question and sub-questions.

- **Chapter six:** Conclusion and Recommendation: this chapter the researcher has summarised and concluded the research study and made recommendation based on the findings of the research and other studies.

6.3 Major Conclusion on Qualitative Results

When data was collected open-ended questions were asked to participants, the results of those questions are as follow;

- **Does Khayelitsha Mall design layout influence the shopping percentage?**

In summary, most respondents indicated that they do the majority of their shopping outside of Khayelitsha, based on qualitative and quantitative results. The stated reasons include the mall's architectural design being unappealing and unique, the availability of a diverse tenant mix, weather conditions impacting shopping, the availability of entertainment, the mall is not convenience, the mall is expensive and general mall maintenance.

- **Is it easy to navigating this Mall design layout?**

In summary, most respondents agreed that Khayelitsha Mall is easy to navigate, that stores are close to one another, and that it is easily accessible via private and public transportation.

- **Compared to other malls you shopped, which mall design layout would prefer? Khayelitsha Mall design layout or other mall design layout?**

In summary, most respondents preferred other mall designs than Khayelitsha Mall; most malls they indicated a preference for, such as N1 City, Canal Walk, Somerset Mall, Gugulethu Mall, and Promenade Mall, are enclosed designs, and some are developed in township areas. As a result, customers would prefer to be enclosed in the current open-air design of Khayelitsha Mall.

- **Does Khayelitsha Mall design layout allow you as the customer to shop in any kind of weather?**

In summary, most customers agree that the weather has the greatest negative impact on shopping experience. Specifically, when it is hot, they cannot shop, when it is windy, they do not enjoy the shopping because they are exposed to the wind, and when it rains, they become immobile because they cannot move from one department store to another because they are exposed to the weather.

6.4 Major Conclusion on Quantitative Results

6.4.1 Customer shopping experience

According to the research, mall tenant mix, architectural design, parking design and layout, exposure to weather conditions, food court, walkways, and accessibility to private and public transportation will have either a negative or positive impact toward customer experience. Based on the findings, some significant improvements are required in all elements and characteristics of Khayelitsha Mall; as soon as these issues are addressed, sales and customers may benefit.

6.4.2 Customer Expectation

According to research, when customers visit a mall, they expect it to meet all of their needs and desires by providing a safe and secure environment that is also easily accessible and easy to navigate. Most customers agree that Khayelitsha Mall is easy to navigate, but they do not feel safe when they visit because they are exposed to weather conditions, the parking area is not designed to provide a level of comfort and the level of entertainment options, and the food court is not clearly demarcated.

6.4.3 Customer Benchmarking

According to the research, customers have access to a wide range of information and the ability to obtain any product or service they require at any time. The responses indicated that they would rather shop elsewhere where they could get everything in one mall. Customer time is valuable, so having the majority of the tenant mix in one location will save customers time while also benefiting malls with increased sales and customer data.

6.5 Recommendations

6.5.1 Recommendation based on research methods and design

- **Sample Framework:** Participants in this study were recruited directly from Khayelitsha Mall; however, it would be beneficial to expand the research study to other areas outside of Khayelitsha and increase the number of participants in order to understand the impact of design layout on customer experience and study a different mall design such as enclosed mall. Obtaining additional studies will allow the researcher to compare and contrast the study results across geographical regions or areas, allowing the researcher to better identify generalisation of these findings.
- **Methods:** To gain a better understanding of how mall design affects customer experience while shopping, at least five focus groups with more than ten participants should be organized and held. The researcher can gain more knowledge, expression, and facts about what mall design customers prefer and/or anticipate.

6.5.2 Recommendation based on Discussion and Results

- **To improve Tenant Mix of Khayelitsha Mall:** It was suggested that Khayelitsha improve the current tenant mix in order to retain and increase customer interest in visiting Khayelitsha Mall. According to Hamzah, (2015) The tenant mix has a significant impact on a shopping mall's attractiveness to its patrons. The combination of business establishments occupying space in a shopping mall to form a platform that produces optimal sales, rents, community service, and ability to finance the shopping mall venture is referred to as tenant mix. A better tenant mix is associated with increased sales and customer growth, which can help to sustain mall profitability.
- **The mall's outward appearance:** The old adage "Don't judge a book by its cover" does not apply in the retail space; instead, customers judge retailers based on their look and feel and current experience and what they see in front of them. According to the research, the current look and feel of Khayelitsha Mall is appealing and appealing to customers; however, a better maintenance strategy is recommended, as well as a future revamp to refresh the look and feel of the mall. According to Hamzah, (2015) while product and price are the most

important factors in retail, ambience and environment are also important. It implies that people will almost forgive poor customer service and unprofessional employees if the retail experience supports the brand.

- **Accessibility to the mall's entrance and facilities:** In this study results responded has agreed that Khayelitsha mall easy accessible whether the person is traveling with private or public transportation. According Poil Labs, (2021) Shopping malls are intricate structures with a variety of architectural features. They can be far more complicated, particularly for people with disabilities. Before they visit your shopping mall, visitors check out your website to see if they can easily navigate it. It is critical for your disabled visitors to be able to navigate while at home, especially in complex buildings.
- **Parking availability:** When customers decide to visit a mall, they always consider service, parking, safety, tenant mix availability, and other factors. Parking has become one of the most important commodities that must be considered at all times. According to Valery, (2020) Many retailers have begun to recognize the importance of making their parking lots more welcoming; thinking about remodels, safety, efficiency, and a more branded look to differentiate themselves from other stores. Retailers understand the importance of a first impression on a customer, and their goals include not only attracting customers, but also providing excellent service and creating an unforgettable experience for them. If your parking lot has devolved into a battleground, creating a negative environment, it's time to think about new ways to change and improve the parking lot experience. To attract more customers to the mall, Khayelitsha Mall management should consider revamping the current parking area and enforcing more security measures.

6.6 Future Area of Research

Further research should be conducted using mixed methods in order to gain a more in-depth understanding of the impact of design layout on customer experience. Additional methods, such as focus groups and management interviews, should be used to gather more information on the subject. Therefore, further research is recommended for example, mixed method research.

6.7 Conclusion and Summary

This study emphasized the impact of design layout on customer experience at Khayelitsha Mall. The elements and characteristics of the customer experience were thoroughly discussed. It is believed that customer experience is extremely important at all times. In today's world, providing the best customer experience possible can make or break a mall's success. Due to the high level of competition in the mall space, mall managers face the challenge of gaining the best competitive edge advantage and creating added customer value.

The researcher used a quantitative study in which questionnaires were distributed to Khayelitsha Mall customers in order to collect statistical data on the research topic.

The recommendations and conclusions discussed in this chapter represent some of the actions that Khayelitsha Mall could possibly take to improve the current design layout in order to improve the current customer experience. This study will have an impact on service quality, assisting mall management in improving the customer experience at Khayelitsha Mall.

BIBLIOGRAPHY

Academy, E. (2022) *Why Is a Pilot Study Important in Research?* Available at: <https://www.enago.com/academy/pilot-study-defines-a-good-research-design/> (Accessed: 15 November 2022).

Accu Weather (2020) *How Weather Affects Consumer Behavior and Purchase Decisions*, *Weather Ads*. Available at: <https://www.weatherads.io/blog/how-weather-affects-consumer-behavior-and-purchase-decisions> (Accessed: 17 February 2023).

Agarwal, R. (2020) *Shopping Mall Components: Food Courts, Department Stores and Stand Alone Store*, *Your Article Library*. Available at: <https://www.yourarticlelibrary.com/retailing/shopping-mall-components-food-courts-department-stores-and-stand-alone-store/48439> (Accessed: 16 February 2023).

Arbour, G. (2019) *What Are The 4 Types of Maintenance Strategies?*, *Rockwell Automation*. Available at: <https://www.fiixsoftware.com/blog/evaluating-maintenance-strategies-select-model-asset-management/> (Accessed: 8 February 2023).

Arrive-Alive (2020) *No Title*. Available at: <https://www.arrivealive.co.za/Public-Transport#:~:text=Overview of Public Transport in South Africa&text=There are approximately 3%2C9,carried to work by train.> (Accessed: 23 May 2022).

Atkinson, J. *et al.* (2009) *Natural Ventilation for Infection Control in Health-Care Settings*. Available at: <https://www.ncbi.nlm.nih.gov/books/NBK143277/> (Accessed: 30 May 2022).

Bajcinovci, B. (2016) 'Architectural Conceptual Design – the Sustainable Shopping Malls Structures', *European Journal of Technology and Design*, 14(4). Available at: <https://doi.org/10.13187/ejtd.2016.14.136>.

Bell, J.-A. (2020) *Malls will need a better understanding of shoppers, shopping behaviour going into the future*. Available at: <https://www.bizcommunity.com/Article/196/567/204814.html> (Accessed: 20 February 2022).

Bhandari, P. (2020a) *What Is Qualitative Research? | Methods & Examples*, *Scribbr*. Available at: <https://www.scribbr.com/methodology/qualitative-research/> (Accessed: 9 February 2023).

Bhandari, P. (2020b) *What Is Qualitative Research? | Methods & Examples*, *Scribbr*. Available at: <https://www.scribbr.com/methodology/qualitative-research/> (Accessed: 13 February 2023).

Bhat, A. (2020a) *Quantitative Data Collection: Best 5 methods*. Available at: <https://www.questionpro.com/blog/quantitative-data-collection-methods/> (Accessed: 10 February 2023).

Bhat, A. (2020b) *Snowball Sampling: Definition, Method, Pros & Cons*, *QuestionPro*.

Available at: <https://www.questionpro.com/blog/snowball-sampling/> (Accessed: 13 February 2023).

Big Commerce (2022) *How to Identify Your Target Market*. Available at: <https://www.bigcommerce.com/articles/ecommerce/target-market-analysis/> (Accessed: 15 November 2022).

Bryman, A. and Bell, E. (2014) *Research Methodology, Business and Management Contexts*. Chicago/Turabian: Cape Town : Oxford University Press Southern Africa.

Buiocchi, T. (2019) *The real impact of store appearance on your bottom line, Retail Customer Experience*. Available at: <https://www.retailcustomerexperience.com/blogs/the-real-impact-of-store-appearance-on-your-bottom-line/> (Accessed: 16 February 2023).

Bureau, I. (2014) *What Makes a Successful Shopping Mall?*, *Indiaretailing*. Available at: [https://www.indiaretailing.com/2014/01/13/what-makes-a-successful-shopping-mall/#:~:text=Customers also want variety%2C diversity,and increase their stay time.](https://www.indiaretailing.com/2014/01/13/what-makes-a-successful-shopping-mall/#:~:text=Customers%20also%20want%20variety%20diversity,and%20increase%20their%20stay%20time.) (Accessed: 16 February 2023).

Business tech (2016) *This is how many shopping malls are in South Africa*. Available at: <https://businesstech.co.za/news/lifestyle/121847/this-is-how-many-shopping-malls-are-in-south-africa/> (Accessed: 10 February 2023).

Cambridge Dictionary University Press (2022) *Cambridge Dictionary*. Available at: <https://dictionary.cambridge.org/dictionary/english/design> (Accessed: 19 March 2022).

Carroll, K. (2022) *What is Validity and Reliability in Research?* Available at: <https://study.com/learn/lesson/validity-reliability-research-overview-use-importance.html> (Accessed: 15 November 2022).

Chernofsky, E. (2020) *Indoor vs. Open Air Malls – Who's Performing Better?* Available at: <https://www.placer.ai/blog/indoor-vs-open-air-malls-whos-performing-better/> (Accessed: 23 August 2021).

Cherry, K. (2022) *What Is a Correlational Study?*, *Very well mind*. Available at: <https://www.verywellmind.com/correlational-research-2795774> (Accessed: 13 February 2023).

Chetty, P. (2020) *What are quantitative research sampling methods?*, *Project Guru*. Available at: <https://www.projectguru.in/what-are-quantitative-research-sampling-methods/> (Accessed: 11 February 2023).

Christenses, T. (2023) *What Is a Strip Mall?*, *smartcapitalmind*. Available at: <https://www.smartcapitalmind.com/what-is-a-strip-mall.htm> (Accessed: 18 February 2023).

Costann Investments (2020) *Community Malls*. Available at: <https://meyersdalmall.co.za/community-malls/> (Accessed: 9 November 2022).

Costann Investments (2022) *Benefits of Shopping Malls*. Available at: <https://meyersdalsquare.co.za/benefits-shopping-malls/> (Accessed: 28 October 2022).

Craige, S. (2021) *2021 shopping malls data available for South Africa*. Available at: <https://africascope-sa.com/news/2021-shopping-malls-data-available-for-south-africa/> (Accessed: 20 February 2022).

Cubicle Centre (2017) 'Shopping Centre and Retail Washroom Guide'. Available at: <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.barbourproductsearch.info/CubicleCentre-retail-washroom-guide UPDATED pdf-file089483.pdf>.

Diallo, M.F. *et al.* (2018) 'How Shopping Mall Service Quality Affects Customer Loyalty Across Developing Countries: The Moderation of the Cultural Context', *Journal of International Marketing*, 26(4), pp. 69–84. Available at: <https://doi.org/10.1177/1069031X18807473>.

Dunhams Washrooms Systems (no date) *Shopping Centre Washrooms, 2022*. Available at: <https://www.dunhamswashrooms.com/case-studies/shopping-centre-washrooms/> (Accessed: 24 October 2022).

Elliott, R. (2020) *Difference Between Quantitative and Qualitative Data*, *GeoPoll*. Available at: https://www.geopoll.com/blog/quantitative-vs-qualitative-data/?utm_feeditemid=,utm_device=c,utm_term=,utm_source=google,utm_medium=ppc,utm_campaign=%257Butmcampaign%257D,hsa_cam=13471823478,hsa_grp=123134039453,hsa_mt=,hsa_src=g,hsa_ad=527037284790,hsa_acc=%257 (Accessed: 9 February 2023).

Fahmy, S.A., Alablani, B.A. and Abdelmaguid, T.F. (2015) 'Shopping center design using a facility layout assignment approach', *2014 9th International Conference on Informatics and Systems, INFOS 2014*, (April 2015), pp. ORDS1–ORDS7. Available at: <https://doi.org/10.1109/INFOS.2014.7036689>.

Fantoni, Roberto, Hoefel, Fernanda and Mazzarolo, M. (2014) *The future of the shopping mall*. Available at: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-future-of-the-shopping-mall> (Accessed: 25 August 2021).

Fantoni, R., Hoefel, F. and Mazzarollo, M. (2014) *The future of the shopping mall*. Available at: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-the-shopping-mall> (Accessed: 17 February 2023).

Farr, B.C. (2008) 'Designing Qualitative Research', *Transformation: An International Journal of Holistic Mission Studies*, 25(2–3), pp. 165–166. Available at: <https://doi.org/10.1177/026537880802500310>.

Fernandez, M. (2019) *7 Qualitative Research Methods for High-Impact Marketing [UPDATED]*, *Optinmonster*. Available at: <https://optinmonster.com/qualitative-research-methods-for-understanding-your-user/> (Accessed: 13 February 2023).

Fleetwood, D. (2022) *Quantitative Research: What it is, Tips & Examples*, *QuestionPro*.

Available at: <https://www.questionpro.com/blog/quantitative-research/> (Accessed: 13 February 2023).

Forbes, J. (2011) 'An introduction to Municipal Planning within South Africa', 1 [Preprint]. Available at: [https://www.salga.org.za/Documents/Municipalities/Municipal Planning/PLANNING-BROCHURE\(1\).pdf](https://www.salga.org.za/Documents/Municipalities/Municipal%20Planning/PLANNING-BROCHURE(1).pdf).

Formplus Blog (2020) *Experimental Research Designs: Types, Examples & Methods*, *formplus Blog*. Available at: <https://www.formpl.us/blog/experimental-research> (Accessed: 13 February 2023).

Fourie, B. (2018) *Understanding township retail*. Available at: <https://www.property360.co.za/news/understanding-township-retail> (Accessed: 13 February 2021).

George, T. (2021) *Mixed Methods Research | Definition, Guide & Examples*, *Scribbr*. Available at: [Mixed methods research combines elements of quantitative research and qualitative research in order to answer your research question. Mixed methods can help you gain a more complete picture than a standalone quantitative or qualitative study, as it integr](https://www.scribbr.com/mixed-methods-research/) (Accessed: 10 February 2023).

Gills, A.S. (2022) *What is a vertical market? Online selling and business niches*, *Tech Target*. Available at: <https://www.techtarget.com/searchitchannel/definition/vertical-market> (Accessed: 18 February 2023).

Goforth, C. (2015) *Using and Interpreting Cronbach's Alpha*, *Data Library Virginia*. Available at: <https://data.library.virginia.edu/using-and-interpreting-cronbachs-alpha/> (Accessed: 13 February 2023).

Haggard, K. (2015) *Township malls are big business*. Available at: <https://mg.co.za/article/2015-09-11-00-township-malls-are-big-business/> (Accessed: 24 June 2022).

Hamzah, H. (2015) 'The Tenant Mix of Shopping Malls: A Customers' Perspective', in K. Lumpur (ed.) *The Tenant Mix of Shopping Malls: A Customers' Perspective*. Malaysia: Research Gate, p. 20. Available at: https://www.researchgate.net/publication/271387154_The_Tenant_Mix_of_Shopping_Malls_A_Customers'_Perspective.

Hashemi, S. (2019) *An overview of Shopping Mall, History of the Shopping Mall, Master of Corporate Entrepreneurship, University of Tehran*. Available at: <https://www.linkedin.com/pulse/overview-shopping-mall-history-soroush-hashemi/> (Accessed: 8 February 2023).

Hasker, K. and Inci, E. (2014) 'Free parking for all in shopping malls', *International Economic Review*, 55(4), pp. 1281–1304. Available at: <https://doi.org/10.1111/iere.12090>.

IOL (2005) *First Khayelitsha mall opens bang on schedule*. Available at: <https://www.iol.co.za/news/south-africa/first-khayelitsha-mall-opens-bang-on->

schedule-259798 (Accessed: 29 January 2019).

IQ Business (2020) *How women shape retail in SA*. Available at: <https://iqbusiness.net/our-thoughts/develop-products-and-market-them-with-women-in-mind/> (Accessed: 16 February 2023).

Johnson, D. (2022) *What is Data Analysis? Research, Types & Example*. Available at: <https://www.guru99.com/what-is-data-analysis.html> (Accessed: 15 November 2022).

Juhari, N.H. *et al.* (2014) 'The Shopping Mall Service Scape Affects Customers Satisfaction', (November 2014).

Karunesh (2022) *How Can Shopping Malls Improve the Shopping Experience for Customers?, Hyderabad Next Galleria*. Available at: <https://nextgalleriamalls.com/how-can-shopping-malls-improve-the-shopping-experience-for-customers/#:~:text=Malls have started to include,and keep the visitors engaged.> (Accessed: 16 February 2023).

Katrodia, Ankit, Naude, M.J, Soni, S. (2018) 'Consumer Buying Behavior at Shopping Malls'. Available at: <https://ojs.amhinternational.com/index.php/jeps/article/view/2095/1588>.

Katrodia, Naude, Soni, S. (2018) 'Consumer Buying Behavior at Shopping Malls: Does Gedner Matter?', *ISSN: 2220-6140*, 10(1), pp. 125–134. Available at: <https://ojs.amhinternational.com/index.php/jeps/article/view/2095/1588>.

Kawaguchi, N. *et al.* (2016) 'Wi-Fi Human Behavior Analysis and BLE Tag Localization: A Case Study at an Underground Shopping Mall', in *Proceedings of the 13th International Conference on Mobile and Ubiquitous Systems: Computing, Networking and Services*. New York, NY, USA: Association for Computing Machinery (MOBIQUITOUS 2016), pp. 151–159. Available at: <https://doi.org/10.1145/2994374.2994403>.

Khayelitsha Community Trust (2015) *Integrated Annual Report*. Cape Town, Khayelitsha.

Khayelitsha Community Trust (2018) *Integrated Report*.

Kibuacha, F. (2021) *How to Determine Sample Size for a Research Study*. Available at: <https://www.geopoll.com/blog/sample-size-research/> (Accessed: 15 November 2022).

Kumar, S. (2019) *Driving The Change: Malls use technology for smart parking solutions*. Available at: <https://www.indiaretailing.com/2019/09/20/shopping-centre/driving-the-change-malls-use-technology-for-smart-parking-solutions/> (Accessed: 31 May 2022).

Kumar, S. (2022) *Driving The Change: Malls use technology for smart parking solutions*. Available at: <https://www.indiaretailing.com/2019/09/20/driving-the-change-malls-use-technology-for-smart-parking-solutions/> (Accessed: 16 February 2023).

Kunc, J. *et al.* (2022) 'Social Dimension of Shopping Centers Operation: Managerial

Perspectives', *Sustainability (Switzerland)*, 14(2), pp. 1–14. Available at: <https://doi.org/10.3390/su14020709>.

Kusumarini, Y., Sherlyde, D.Y. and Thamrin, D. (2012) 'Entrance and Circulation Facilities of Malls in Surabaya: A Universal Interior Design Application', *Procedia - Social and Behavioral Sciences*, 68, pp. 526–536. Available at: <https://doi.org/10.1016/j.sbspro.2012.12.246>.

Kyriazis, A.N. and Cloete, C.E. (2018) 'Tenant mix in shopping centres: South Africa and the United Kingdom compared', *Journal of Business and Retail Management Research*, 12(2), pp. 152–162. Available at: <https://doi.org/10.24052/jbrmr/v12is02/tmiscsaatukc>.

Ladhari, R., Gonthier, J. and Lajante, M. (2019) 'Generation Y and online fashion shopping: Orientations and profiles', *Journal of Retailing and Consumer Services*, 48, pp. 113–121. Available at: <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.02.003>.

Leonard, K. (2018) *Diversity & Ethics in the Workplace, Small Business*. Available at: <https://smallbusiness.chron.com/diversity-ethics-workplace-4928.html> (Accessed: 16 February 2023).

Leu, S.J. (2021) *Modern Lighting for Shopping Centers*. Available at: <https://www.across-magazine.com/modern-lighting-for-shopping-centers/> (Accessed: 31 May 2022).

Lloyd, A.E. *et al.* (2014) 'Time buying and time saving: Effects on service convenience and the shopping experience at the mall', *Journal of Services Marketing*, 28(1), pp. 36–49. Available at: <https://doi.org/10.1108/JSM-03-2012-0065>.

Lotz, S.L. *et al.* (2010) 'Understanding patrons' participation in activities at entertainment malls: A study in "flow"', *International Journal of Retail & Distribution Management*, 38(6), pp. 402–422. Available at: <https://doi.org/10.1108/09590551011045366>.

Lowry, C.M. (2018) *Choosing & Using Sources: A Guide to Academic Research*. Available at: <https://ohiostate.pressbooks.pub/choosingsources/chapter/purpose-of-research-questions/> (Accessed: 8 February 2023).

Mail & Guardian (2015) *Township malls are big business*. Available at: <https://mg.co.za/article/2015-09-11-00-township-malls-are-big-business/> (Accessed: 13 February 2021).

Makgopa, S. (2016) 'Determining consumers' reasons for visiting shopping malls', *Innovative Marketing*, 12(2), pp. 22–27. Available at: [https://doi.org/10.21511/im.12\(2\).2016.03](https://doi.org/10.21511/im.12(2).2016.03).

Makgopa, S. (2018) 'Determining shopping malls customers' satisfaction and loyalty', *Journal of Business & Retail Management Research*, 13(01). Available at: <https://doi.org/10.24052/jbrmr/v13is01/art-12>.

Margaret, N. and Ngqinani, P. (2020) 'Understanding the Living Standards Measure Segmentation in South Africa', pp. 1–5. Available at: <https://www.fas.usda.gov/data/south-africa-understanding-living-standards-measure-segmentation-south-africa>.

McCombes, S. (2019) *Sampling Methods | Types, Techniques & Examples*. Available at: <https://www.scribbr.com/methodology/sampling-methods/> (Accessed: 15 November 2022).

McCombes, S. and George, T. (2023) *What Is a Research Methodology? | Steps & Tips*. Available at: <https://www.scribbr.com/author/tegan/> (Accessed: 9 February 2023).

Merchant, P. (2017) *Customer retention in a mall*, *Linkedin*. Available at: <https://www.linkedin.com/pulse/customer-retention-mall-parag-merchant/> (Accessed: 16 February 2023).

Meyer, S. (2021) *The History and Evolution of Retail Stores: From Mom and Pop to Online Shops*. Available at: <https://www.bigcommerce.com/blog/retail/#3-retailers-who-fell-behind> (Accessed: 17 September 2021).

Microsegur (2022) *Shopping Mall Security Measures*, *Microsegur*. Available at: <https://microsegur.com/en/shopping-mall-security-measures/> (Accessed: 16 February 2023).

Mitchell., Kruger. and Welman. (2005) *Research Methodology*. MLA (7th E. Chicago/Turabian: Cape Town : Oxford University Press Southern Africa.

Moseley Eletronics (2017) *Why is Music So Important to Retail Business?* Available at: <https://www.moseleyelectronics.com/2017/06/17/why-is-music-so-important-to-retail-business/> (Accessed: 31 May 2022).

News24 (2018) *Are super regional malls still relevant in SA?*, *News24*. Available at: <https://www.news24.com/Fin24/are-super-regional-malls-still-relevant-in-sa-20181021> (Accessed: 17 February 2023).

Nikolopoulou, K. (2022) *What Is Convenience Sampling? | Definition & Examples*, *Scribbr*. Available at: <https://www.scribbr.com/methodology/convenience-sampling/> (Accessed: 13 February 2023).

Noble, S., MacKenzie, I. and Meyer, C. (2015) *No Title*, *Mckinsey*. Available at: <https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers> (Accessed: 16 February 2023).

Nsengimana, S. (2017) 'Challenges to Women Entrepreneurship in Kigali, Rwanda'.

Nyumba, T.O. *et al.* (2018) *The use of focus group discussion methodology: Insights from two decades of application in conservation*. Available at: <https://besjournals.onlinelibrary.wiley.com/doi/full/10.1111/2041-210X.12860> (Accessed: 15 November 2022).

Palinkas, L. et al. (2015) *Purposeful sampling for qualitative data collection and analysis in mixed method implementation research*, PubMed Central. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4012002/> (Accessed: 13 February 2023).

Panichpathom, S. (2016) 'Building customers' re-patronage intention through service quality of community mall in Bangkok', *Entrepreneurial Business and Economics Review*, 4(2), pp. 9–25. Available at: <https://doi.org/10.15678/EBER.2016.040202>.

Ping, A.C.C. and Hwa, C.K. (2020) 'a Study on Factors Influencing Generation Y'S Intention To Visit Shopping Malls in Klang Valley, Malaysia.', *BERJAYA Journal of Services & ...* [Preprint], (July). Available at: <https://doi.org/10.13140/RG.2.2.20510.77121>.

Pitt, M. and Musa, Z.N. (2009) 'Towards defining shopping centres and their management systems', *Journal of Retail and Leisure Property*, 8(1), pp. 39–55. Available at: <https://doi.org/10.1057/rlp.2008.25>.

Pocketstop (2020) *6 Reasons Open-Air Shopping Mall Centers are Winning*. Available at: <https://blog.pocketstop.com/6-reasons-open-air-shopping-mall-centers-are-winning> (Accessed: 23 January 2021).

Poil Labs (2021) *Ways to Make Venues More Accessible: Shopping Malls*, Poil Labs. Available at: <https://www.poilabs.com/en/ways-to-make-venues-more-accessible-shopping-malls/> (Accessed: 17 February 2023).

Ravikiran, A.. (2022) *No Title Population vs Sample: Definitions, Differences and Examples*. Available at: <https://www.simplilearn.com/tutorials/machine-learning-tutorial/population-vs-sample> (Accessed: 15 December 2022).

Research Articles (2019) *Quantitative and Qualitative Paradigms of Research, Research Article*. Available at: [http://researcharticles.com/index.php/quantitative-and-qualitative-paradigms-of-research/#:~:text=The three major paradigms include,\(Schwandt%2C 2001\).](http://researcharticles.com/index.php/quantitative-and-qualitative-paradigms-of-research/#:~:text=The three major paradigms include,(Schwandt%2C 2001).) (Accessed: 11 February 2023).

Righter (2022) *4 Benchmarking Lessons for The Retail Sector*, Righter. Available at: <https://www.richter.ca/our-insights/4-benchmarking-lessons-for-the-retail-sector/> (Accessed: 16 February 2023).

SA-Retail (2015) *The Different Types of Shopping Malls*. Available at: <https://www.sa-retail.co.za/portal/article/804/the-different-types-of-shopping-malls> (Accessed: 15 May 2022).

Said, I., Hasmori, M.F. and Lumpur, K. (2020) 'Determinants of shopping malls attractiveness', *Pjæee*, 17(11), pp. 311–321.

Sale, M.C. (2017) 'The impact of a shopping centre on the value of adjacent residential properties', *Journal for Studies in Economics and Econometrics*, 41(1), pp. 55–72. Available at: <https://doi.org/10.1080/10800379.2017.12097308>.

Saunders, M. and Lewis, P. (2012) *Doing Research In Business & Management. An Essential Guide to Planning Your Project*. First Publ. Edinburgh Gate, Harlow, Essex CM20, England: Pearson. Available at: www.pearson.com/uk.

Schwabe, C. (2021) *LSM mapping: revealing a whole new layer of consumer information*. Available at: <https://africascope-sa.com/2021/06/10/lsm-mapping-revealing-a-whole-new-layer-of-consumer-information/> (Accessed: 23 May 2022).

EL Shaer, N. (2019) 'Evaluating Food Court Operation in Shopping Malls to Enhance Customer Satisfaction for Different Market Segments', *International Journal of Heritage, Tourism and Hospitality*, 13(1), pp. 152–172. Available at: <https://doi.org/10.21608/ijhth.2019.35112>.

Shah, R. (2021a) *Mall Design :10 things to remember while designing shopping malls*. Available at: <https://www.re-thinkingthefuture.com/rtf-fresh-perspectives/a1622-10-things-to-remember-while-designing-shopping-malls/> (Accessed: 19 March 2022).

Shah, R. (2021b) *Mall Design :10 things to remember while designing shopping malls*. Available at: <https://www.re-thinkingthefuture.com/rtf-fresh-perspectives/a1622-10-things-to-remember-while-designing-shopping-malls/> (Accessed: 20 May 2022).

Shapiro, J.K. (2008) 'Encyclopedia of Survey Research Methods'. Thousand Oaks: Sage Publications, Inc. Available at: <https://doi.org/10.4135/9781412963947 NV - 0>.

Shorten, A. and Smith, J. (2017) *Mixed methods research: expanding the evidence base* *Evidence-Based Nursing, BMJ Journals*. Available at: <https://ebn.bmj.com/content/20/3/74> (Accessed: 10 February 2023).

Show Me (2023) *Shopping Malls In Cape Town*. Available at: <https://showme.co.za/cape-town/lifestyle/shopping/shopping-malls-in-cape-town/> (Accessed: 8 February 2023).

Sikhula Sonke (2022) *Khayelitsha, the 'new home', Sikhula Sonke Early Childhood Development*. Available at: <https://www.sikhulasonke.org.za/about-khayelitsha.html> (Accessed: 10 February 2023).

South African History Online (2019) *A History of Apartheid in South Africa*. Available at: <https://www.sahistory.org.za/article/history-apartheid-south-africa> (Accessed: 13 February 2021).

Spearpoint, M. and Hopkin, C. (2020) 'How dwell time affects the determination of occupant density in retail occupancies using footfall data', *Safety Science*, 131(April), p. 104916. Available at: <https://doi.org/10.1016/j.ssci.2020.104916>.

Stefanini Group (2022) *5 Ways Shopping Malls Can Improve Shopping Experience For Their Customers, Stefanini*. Available at: <https://stefanini.com/en/insights/articles/5-ways-shopping-malls-improve-shopping-experience-for-customer> (Accessed: 17 February 2023).

Strategic Development Information and GIS Department (2013) 'City of Cape Town -

2011 Census Suburb Khayelitsha', *2011 Census*, (July), pp. 1–7. Available at: http://www.capetown.gov.za/en/stats/2011CensusSuburbs/2011_Census_CT_Suburb_Khayelitsha_Profile.pdf.

Strydom, J. (2015) 'David Against Goliath', *International Business & Economics Research Journal*, 14(3), pp. 463–476.

Sun, Y. (2017) 'The SAGE Encyclopedia of Communication Research Methods'. Thousand Oaks: SAGE Publications, Inc. Available at: <https://doi.org/10.4135/9781483381411 NV - 4>.

Tatum, M. (2023) *What is a Dead Mall?*, *Wise-geek*. Available at: <https://www.wise-geek.com/what-is-a-dead-mall.htm> (Accessed: 18 February 2023).

Technofunc (2013) *Importance of Retail Industry*. Available at: <https://www.technofunc.com/index.php/domain-knowledge/retail-industry/item/importance-of-retail-industry> (Accessed: 13 February 2021).

The McGraw-Hill, C. (2012) *shopping mall*. Available at: <https://encyclopedia2.thefreedictionary.com/Enclosed+mall> (Accessed: 17 May 2022).

Timesofindia (2021) *Differences in shopping habits between men and women*. Available at: <https://timesofindia.indiatimes.com/life-style/fashion/buzz/differences-in-shopping-habits-between-men-and-women/articleshow/87263287.cms> (Accessed: 9 November 2022).

Tox, G. (2020) *Reliability Test: Cronbach's Alpha: Measure of internal Consistency*. USA: Youtube. Available at: <https://www.youtube.com/watch?v=wjpLQArRLuA>.

Traf-sys (2022) *How to Boost Mall Traffic with a Consumer-Centered Retail Strategy*. Available at: <https://www.trafsys.com/how-to-boost-mall-traffic-with-a-consumer-centered-retail-strategy/> (Accessed: 15 November 2022).

Tran, B.R. (2022) *The Impact of Weather on Retail Sales, Federal Reserve Bank of San Francisco*. Available at: <https://www.frbsf.org/economic-research/publications/economic-letter/2022/august/impact-of-weather-on-retail-sales/> (Accessed: 16 February 2023).

Turkson, J.P., Amoah, F. and Van Eyk, M. (2022) 'Factors influencing customer experience value in shopping malls', *JCMAN vol. 19 n.2 Meyerton 2022*, 19(2). Available at: [http://dx.doi.org/10.35683/jcm21067.160 %0A](http://dx.doi.org/10.35683/jcm21067.160%0A).

Valery, M. (2020) *Parking Lots: The secret weapon to improving the shopping experience*. Available at: <https://www.mccue.com/blog/parking-lots-the-secret-weapon-to-improving-the-shopping-experience> (Accessed: 17 February 2023).

Vartak, G. (2020) *Case study: Navigating shopping malls with augmented reality, Boot Camp*. Available at: <https://bootcamp.uxdesign.cc/navigation-in-shopping-malls-through-augmented-reality-d8194f1a7a23> (Accessed: 17 February 2023).

Wakefield, A. (2015) 'Synthesising the literature as part of a literature review', *Nursing standard (Royal College of Nursing (Great Britain) : 1987)*, 29(29), pp. 44–51. Available at: <https://doi.org/10.7748/ns.29.29.44.e8957>.

Welman, C. (2005) *Research methodology*. Third edition. Edited by F. Kruger and B. Mitchell. Cape Town: Oxford University Press Southern Africa.

Welman, Kruger, F. and Bruce, M. (2005) *Research Methodology*. Third edit. Cape Town.

Wijnberg, C. and Van der Vegte, H. (2015) *The Shopping Mall Dilemma – Solutions For Local Economy*. Available at: <https://fetola.co.za/2020/06/the-shopping-mall-dilemma-solutions-for-local-economy/> (Accessed: 24 June 2022).

Wikipedia (2021) *List of shopping centres in South Africa*. Available at: https://en.wikipedia.org/wiki/List_of_shopping_centres_in_South_Africa (Accessed: 20 February 2022).

Wilkinson, D.R. and Tennessee, E. (2020) 'A Study To Determine The Optimal Tenant Mix in Shopping Centre', (February), pp. 3–10.

Zimmerman, G. and Lubach, D. (2017) *Shopping Center Maintenance Made Simpler*. Available at: <https://www.facilitiesnet.com/flooring/tip/Shopping-Center-Maintenance-Made-Simpler--39714> (Accessed: 30 May 2022).

APPENDICES

Appendix A: Letter of Approval from Khayelitsha Mall



TO WHOM IT MAY CONCERN

Ref: Siyabulela Godwana

02/07/2021

This letter serves to confirm that the management of KBD Retail Properties will assist and support Siyabulela Godwana as reasonably possible with his research requirements for completing his dissertation entitled: "Impact of Mall Design on Customer Experience: case of Khayelitsha Mall".

A handwritten signature in black ink, appearing to read 'Zukhanye Mbunge', is written over a horizontal line.

Zukhanye Mbunge

Facilities Manager

073 096 0477
021 361 4631

Appendix B: Questionnaires



Faculty of Business and Management
Sciences
Ethics Informed Consent Form

CONSENT TO PARTICIPATE IN A RESEARCH STUDY

Category of Participants (tick as appropriate):

<i>Staff/Workers</i>	<input type="checkbox"/>	<i>Teachers</i>	<input type="checkbox"/>	<i>Parents</i>	<input type="checkbox"/>	<i>Lecturers</i>	<input type="checkbox"/>	<i>Students</i>	<input type="checkbox"/>
<i>Other (specify)</i>									

You are kindly invited to participate in a research study being conducted by **Siyabulela Godwana** from the Cape Peninsula University of Technology. The findings of this study will

<i>An undergraduate project</i>	<input type="checkbox"/>	<i>A conference paper</i>	<input type="checkbox"/>
<i>An Honours project</i>	<input type="checkbox"/>	<i>A published journal article</i>	<input type="checkbox"/>
<i>A Masters/doctoral thesis</i>	<input checked="" type="checkbox"/>	<i>A published report</i>	<input type="checkbox"/>

Selection criteria

You were selected as a possible participant in this study because you are:

- (a) You the resident of Khayelitsha
- (b) You shop at Khayelitsha Mall

The information below gives details about the study to help you decide whether you would want to participate.

Title of the research:

Impact of Mall Design on Customer Experience: Case of Khayelitsha Mall

A brief explanation of what the research involves:

This research will involve completion of questionnaires, conduct one on one interviews with some participants, observation of behaviour and focus groups. You as the participant you might be selected for any of the above methods. Please fill free to withdraw if any of the above mentioned methods does not suit you as the participant.

Customer Questionnaires Survey

The purpose of this survey is to understand how does the current Khayelitsha Mall Design Layout impacts customers shopping experience. The information that will be collected from this survey will only be used for academic purposes. We would like to ask you to please take 15-20 minutes of your time by completing this survey. You can withdraw participating form the survey anytime. All information received on this form will be treated as strictly in confidentiality and anonymously. It will add more value to the research if all the sections of the research could be filled correctly and accurately.

SECTION A (OPTIONAL)

Please feel free not to fill in the following section but it will be very grateful if you can fill it in as it will help with research demographical informational. The survey should be take about 15-20 min.

Example (Selected answer should have)

Please select one (Yes No)

DEMOGRAPHIC INFORMATION

Gender: Male Female

Age Group: Younger than 18 18-25 26-30 31-40 41-50 51-60 61 & Above

Please indicate your race

African Coloured Indian White Other Please Specify Other

Education Background:

Less than high School High School /Equivalent College Certificate Associate Degree Bachelor Degree Diploma Graduate Degree Post Graduate Other Please specify [Click here to enter text.](#)

Employment Background: Employed Unemployed Retired Own a business Student

SECTION B

Description	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The shopping Mall plays music that I like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The mall lighting is appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The mall temperature is comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mall's architecture gives it an attractive character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interior wall & floor colour schemes are attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The layout makes it easy to get to the stores you want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The layout makes it easy to get to the food areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The layout makes it easy to get to the restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the layout makes it easy to get around	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This mall has an excellent variety of stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This mall has excellent entertainment alternatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy spending time at this mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe whenever I visit the mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The mall has enough and safe parking area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The mall safety and security signs are visible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All different market segment are cater for here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to walk from parking area to the mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to walk from public transport to the mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All mall entrance are easy to find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to shop in any weather conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The mall layout is easy to navigate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

General shopping experience in Khayelitsha Mall:

Unimportant Important Unexciting Exciting Unappealing Appealing Means nothing to me
 Means a lot me Doesn't matter to me Does matter to me Boring Interesting

This mall is:

Unexciting Exciting Dull Interesting Boring Stimulating unappealing appealing

Monotonous Sensational

I will visit Khayelitsha Mall

Not at all More Frequently Unlikely likely Not probably Very probably Impossible Possible

SECTION C

What percentage of your shopping at this mall is outside of this shopping mall?

- I buy _____% of clothing and shoes outside this shopping mall
- I buy _____% of Food and fast food outside of this shopping mall
- I buy _____% of electronics and other equipment outside of this shopping mall
- I buy _____% of Accessories and Jewellery outside of this shopping mall
- I buy _____% of Cosmetics and beauty products outside of this shopping mall

Does the Design Layout influence the shopping percentages of above mentioned? Please explain how

Quickly convert Microsoft into PDF forms

Is it easy navigate this Mall Design Layout? Why?

Compared to other malls you shopped, which mall design layout would prefer? Khayelitsha Mall Design Layout or other Mall Design Layout?

Does Khayelitsha Mall Design Layout allows you as the customer to shop in any kind of weather?

Do you have any recommendation or further comment on Khayelitsha Mall Design Layout?

Appendix C: Email Correspondence

MTECH: Project Management > Inbox x ↕ 📄 |

Siyabulela Godwana <mr.godwanas@gmail.com> Wed, May 8, 2019, 5:45 PM ☆ ↶
to Thembisa ▾

Good day Thembisa

Trust that this email will find you well

I would like to set up a meeting with regards my thesis research that I would to conduct in Khayelitsha Mall.

I am currently registered as a Master student in Cape Peninsula University of Technology, the information that will be gathered will only be used for academic purposes. I would bring the letter from the institution to confirm that I am currently registered for 2019 in MTECH: Business Administration in Project Management (course-based)

You can accommodate me any time and day next week to discuss further my request

Thank you in advance for your help and hope to hear from you soon

regards
Siyabulela Godwana
Email: Mr.Godwanas@gmail.com
Cell1: +27 81 427 3096
Work: +27 21 555 1199

Dissertation Assistance and Support > Inbox x

Faizal Sulaiman <faizal.sulaiman@kctrust.org> Fri, May 17, 2019, 11:55 AM
to me, Zukhanye, Mphumzi, Roy ▾

Dear Siyabulela

The 3 Gentlemen copied in this email will be valuable to you when undertaking your research.

Zukhanye is our Facilities Officer – 073 096 0477
Mphumzi is our Community Liaison Officer - 063 690 9700
Roy is the KCT Mall Centre Manager - 060 783 7411

The office number is 021-361 4631

Kind Regards

Faizal Sulaiman | Property Portfolio Manager
Khayelitsha Community Trust (KCT)

T: (021) 949 7741/2 F: (021) 949 7747 E: Faizal.Sulaiman@kctrust.org



Appendix D: Editor's Certificate



PROFESSIONAL EDITING SERVICES

Stand out for the Write reasons

Gerald T du Preez, PhD

22 Clivia Avenue
Brantwood, Kuils River, 7580
+27 (21) 903-3145 | +27 (83) 325 1842
gerald9@gmail.com

Certificate of Editing

This serves to confirm that copy-editing and proofreading services were rendered to
for a master's thesis entitled

IMPACT OF MALL DESIGN ON CUSTOMER EXPERIENCE: THE CASE OF KHAYELITSHA MALL

By
Siyabulela Godwana

with a final word count of 24 420 on 27 November 2022

I am a member of the Professional Editors' Guild (member number DUP015) and commit to the following codes of practice (among others):

- *I have completed the work independently and did not sub-contract it out*
- *I kept to the agreed deadlines and communicated changes within reasonable time frames*
- *I treated all work as confidential and maintained objectivity in editing*
- *I did not accept work that could be considered unlawful, dishonest or contrary to public interest*

I uphold the following editing standards:

- *proofreading for mechanical errors such as spelling, punctuation, grammar*
- *copy-editing that includes commenting on, but not correcting, structure, organisation and logical flow of content, formatting (headings, page numbers, table of contents, etc.), eliminating unnecessary repetition*
- *checking citation style is correct, punctuating as needed and flagging missing or incorrect references*
- *commenting on suspected plagiarism and missing sources*
- *returning the document with track changes for the author to accept*

I confirm I have met the above editing standards and professional, ethical practice. The content of the work edited remains that of the student.

Gerald T du Preez, PhD

Appendix E: Turnitin Report: Plagiarism Report

Impact of Mall Design on Customer Experience: The case of Khayelitsha Mall

ORIGINALITY REPORT

10 %	8 %	3 %	4 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	en.wikipedia.org Internet Source	1 %
2	Submitted to Cape Peninsula University of Technology Student Paper	1 %