SERVICESCAPE ATTRIBUTES AND TOURISTS SATISFACTION OF SHOPPING MALLS IN NIGERIA

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Abstract
This study investigates the relationship between servicescape attributes and tourist attraction of shopping malls in Nigeria using cross-section survey. Convenience sampling technique was used to survey eighty-six tourists in five shopping malls in Port Harcourt, Rivers State, Nigeria. To ascertain the sample size; Taro Yamane formular was employed and the result is seventy-one. Statistical tool used for analyzing the hypotheses is Pearson Product Moment Correlation Coefficient (rs) while respondents' profiles were also analysed using descriptive statistics with the aid of statistical package for social sciences version 20.0. It was found that servicescape attributes (ambience condition, spatial layout and cleanliness) have significant relationship with tourists' satisfaction. It concluded that servicescape attributes measured in terms of ambience condition, spatial layout and cleanliness engenders tourist satisfaction of shopping malls in Nigeria. One of the recommendations is that shopping malls retailers should maintain a clean environment to attract more tourists.

Keywords: Servicescape attributes, ambience condition, spatial layout, tourist satisfaction, tourist expectation, service delivery, perceived value.

Introduction

In the quest to diversify Nigeria's economy, policy makers have started considering other sources of revenue apart from crude oil which has been the mainstay of the economy. Tourism is an invisible export channels as it is also an inexhaustible resource created by nature and sustained by man. This industry has been found as a catalyst for economic advancement in countries such as Israel, Malaysia, Indonesia, Trinidad and Tobago, Hawaii, Tunisia, Egypt, Kenya and Macedonia (Biljana, 2012) to mention but a few. World Travel and Tourism Council (2018) elucidated that; "in 2017, tourism contribution to GDP was USD2,570.1bn (3.2% of total GDP), and is forecast to rise by 4.0% in 2018, and to rise by 3.8% pa, from 2018-2028, to USD3,890.0bn (3.6% of total GDP) in 2028". Tourism creates jobs for young and old thereby eradicating poverty as well as increase government source of internal revenue (Varman and Belk, 2012). Supporting this contention, World Travel and Tourism Council (2018) contended that; "in 2017, the total contribution of travel and tourism to employment, including jobs indirectly supported by the industry, was 9.9% of total employment (313,221,000 jobs) and this is expected to rise by 3.0% in 2018 to 322,666,000 jobs and rise by 2.5% pa to 413,556,000 jobs in 2028 (11.6% of total)".

Tourism also provides development to host communities and opportunities for exchange of knowledge in education, health, democracy and promotion of peace. World Travel and Tourism Council (2014) accentuated that in Nigeria, tourism sector is one of the lubricants of the economy with contribution amounting to 3.20 per cent to national Gross Domestic Product (GDP) and providing 2.70 per cent of total employment in 2013. Thus, as the world is in constant change including shopping behaviour of consumers, malls has now become one of the places tourists prefer making purchases instead of the open market. In this era of internet revolution, tourists are the major determinant of market behaviour. With the availability of different digital gadgets in the hands of tourists, open market will soon become an empty environment.

However, the growth of shopping malls in Nigeria is tied to the relationship between the tourists and service providers quite apart from the satisfaction they derive from service delivery. With this collaboration, malls were sustained and jobs created for teeming young people across all locations in Nigeria. Tourists visit malls for different reasons apart from shopping such as sightseeing, window shopping and comparing product prices with open markets (Sannapu and Singh, 2012). Others visit malls just to prove to friends and colleagues that they can enter any shopping mall anywhere in the world. It is very significance for tourists' satisfaction to be giving strategic priority in decision making as its neglect will result to business failure. Lee, Yoon and Lee (2007) stressed that tourist satisfaction has increased sales in malls, repurchase intention and loyalty. Chen and Chen (2010) also asserted that satisfaction of tourists in shopping malls help to retain potential tourists by value creation.

Nonetheless, the above criterion applauses may not be successfully achieved if the servicescape of malls are not properly, adequately planned and controlled. Servicescape is the

physical settings of malls; ambience, convenience, cleanliness, aesthetics, light, noise, employee appearance, etc. When making purchases in malls, tourists pay attention to how employees dress; cleanliness of floor; convenience of picking items; and ambience nature of the surroundings. Therefore, when all these factors are in congruence with tourist expectations; perceived value and service quality, then mall operators can be rest assured of profitability, growth and tourist loyalty.

From the foregoing, this study aimed at investigating the relationship between servicescape attributes and tourist satisfaction of shopping malls in Nigeria. The indicators of servicescape in this study include ambience condition and spatial layout while the measures of tourist satisfaction are perceived value, service delivery and tourist expectation. These variables were used to form the specific objectives and hypotheses as shown hereunder.

Objectives of the study

The main objective of this study is to investigate the relationship between servicescape attributes and tourists satisfaction of shopping malls in Nigeria. Specifically, it sought to:
   i)   investigate the relationship between ambience condition and perceived value
   ii)   identify the relationship between ambience condition and tourist expectation
   iii)   examine the relationship between ambience and service delivery
   iv)   investigate the relationship between spatial layout and perceived value
   v)   ascertain the relationship between spatial layout and tourist expectation
   vi)   investigate the relationship between spatial layout and service delivery

Research Hypotheses

Based on the specific objectives the following null hypotheses were formulated:

HO1: ambience condition has no significant relationship with perceived value
HO2: ambience condition has no significant relationship with tourist expectation
HO3: ambience has no significant relationship with service delivery
HO4: spatial layout has no significant relationship with perceived value
HO5: spatial layout has no significant relationship with tourist expectation
HO6: spatial layout has no significant relationship with service delivery

REVIEW OF RELATED LITERATURE

Servicescape Attributes

Servicescape attributes refer to physical evidence features tourists can see before walking into the shopping malls. However, servicescape was originally propounded by Bitner (1992); who perceived it as the built environment, which has artificial physical surroundings as opposed to the natural or social environment. Drawing from Bitner's argument, servicescape attributes therefore refers to the features of physical environment, parking layouts, interior and exterior

decorations, ambience, music sounds, lightening, convenience, space between products...etc. For Namasivayam and Lin (2008), servicescape is the physical environment of an enterprise encompassing several different elements, such as overall layout, design, and décor of a store. As it concerns malls; servicescape attributes here comprises of designs of the buildings, colours, convenience during shopping, atmospheric conditions (ambience) or fragrance, hot or cold environment (air conditioned). Wikipedia.org (2018) gave some example of servicescape as; facility's exterior which covers landscape, exterior design, signage, parking, surrounding environment; interior which covers interior design and decor, equipment, signage, layout and ambient conditions which include air quality, temperature and lighting.

In shopping malls, the interior part of it is very important to tourists. For instance, tourists visiting shopping malls, the physical environment is the first impression that gets their attention which transmits the type of service they will receive when they get in. On the other hand, the exterior environment is usually not giving much attention because product items are usually not displayed outside the shopping malls but inside. Thus, when it comes to shopping malls; the major focus is on tourists behavioural responses (feelings) which most times is associated with servicescape. Both interior and exterior decors influence the emotion of tourists either positively or negatively. It can either make them to feel good or bad during and after purchase. When the servicescape is good; tourists will recommend it to their friends, colleagues and family members but when it is bad; they will not encourage their associates to visit such malls. This is what caused many shopping malls to move out of business without them realizing the significance of servicescape to tourists who determines the strength of market ownership.

Ambience condition: Bitner (1992) perceived ambienc condition as everything that has to do with the environmental background such as music, lightening, and temperature. One aspect of ambience condition in shopping mall business is music. Tourist usually prefers cool background music as against loud music. This is as a result of the noise the loud music generates and noise is considered as a hindrance to communication. It can also be noticed especially in shopping malls that when there is background music, tourists tend to make more purchases as it gives them pleasure to feel as though they are at home. Another significant ambience is air conditioner. This is peculiar to Nigeria and some countries that share the same temperature. A shopping mall without an air conditioner is most likely to lose loyal tourists. When tourists have left the harsh weather condition to make purchases; their expectation is for them to be in cool environment that will adjust their body temperature. Once there is a good air conditioner in shopping malls; tourists also spend more time and money to purchase goods.

Spatial layout: Spatial layour here refers to Spatial layout refers to how objects such as, furnishings are arranged within the environment (Ryu and Han, 2010). Simpeh,Simpeh, Abdul-Nasiru and Amponsah-Tawiah (2011) argued that spatial layout is the way machinery, equipment, and furnishings are organised, their size, shape and relationships among them. In our own point of view spatial layout does not connote how machinery are arranged but how goods are arranged in shopping malls; the space between items. It also refers to how spacious

goods are to tourists to enable them make purchases without wasting time by requesting for help from the employees. Put in another way; spatial layout means the way products or items are arranged that will make it very easy for tourists to access them without any hindrance. Shopping malls usually display their product on counter or racks. These materials can either hinder tourist or attract them to shopping malls due to the role they play in their lives. A high counter may not be good for a tourist that is short because his/her hand cannot get to it. Thus; modern malls prefer displaying their goods with short counters that will serve every tourist irrespective of their height.

Tourist Satisfaction

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler and Keller, 2009). In the context of tourism, satisfaction is referred to as a function of pre-travel expectations and post-travel experiences; which means that the tourists are satisfied when experiences go beyond their expectations (Nor, Shareena, Siti and Syahmi, 2016). It is also known as a state of been satisfied, a feeling of completeness or ones level of approval. In furtherance, Severt, Wong, Chen, and Breiter (2007) viewed tourist satisfaction as the extent to which tourists are fulfilled from destination experience including the service or product received during the visit as well as their expectation.

Tourist satisfaction is also known as a measure on how tourism services or products are supplied by tourists' practitioners in order to meet their expectation (Igi-global.com, 2019). Vanacore and Etro (2002) accentuated that tourist satisfaction is the overall assessment carried out by tourist about a particular product or service within a certain period. Tourist derived satisfaction through the services they received; the value of the product compared with costs associated it and their previous expectations. Baker and Crompton (2000) referred to satisfaction as a tourist's emotional state after exposure to the destination. Tourists can be satisfied if there are positive confirmations of their expectations (Le, 2010; Schiffman and Kanuk, 2004). However, Vuuren, Lombard and Tonder (2012) contended that tourist satisfaction is the emotional response that occurs when measuring the expectations and product obtained through physical contact with the product.

Perceived value: Yeung (2002) viewed perceived value as a measurement of the function of product, which was derived from the discernment on given and received services. Amirreza, Mohammad and Mahnaz (2013) asserted that perceived value is the advantage, which is received by tourist versus the total costs. This is simply the value that tourists placed on the purchases they made as well as the costs for each item compared to open market prices.

Service delivery: A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything; while delivery refers to how well the product or service is delivered to the customer (tourist) in terms of speed, accuracy as well as care (Kotler and Keller, 2009). In this context, service delivery refers to how services were delivered to tourists at arrival at malls by employees; the time it

took employees to complete financial transaction and when tourist leaves the mall. Apart from the above service delivery description, tourists are always anxious of receiving quick service delivery. Mall retailers must bare this in mind that a visitor is one that does not stay for a while and hence deserve to be attended as fast as possible.

Tourist expectation: Tourist expectation is propelled by past experiences, recommendation as well as advertising. Tourists make purchasing decision most times based on the advertisement in terms of quality, price, and promotion by the service providers on televisions, radio, internet, newspapers, magazines, billboards, etc. Amirreza, Mohammad and Mahnaz (2013) posited that tourist expectation is defined as beliefs and sensitivities that each tourist has about service derived from what they require from it and supposes it to do. This refers to the opinions about services, which are provided for customers to deliver as the criterion, or ideals versus which the real performance is assessed (Zeithaml and Bitner, 2003). Sadeh, Asgari, Mousavi and Sadeh (2012) elucidated that tourist expectations are shaped based on the image and information that they have about the destination before they embark on journey to make purchases. Researchers such as Xia, Jie, Chaolin and Feng, 2009; Song, Veen, Li and Chen, 2012; Lee, Jeon and Kim, 2011 argued that tourist expectation is associated with perceived value and satisfaction.

Servicescape attributes and tourist satisfaction of shopping malls in Nigeria

Servicescape characteristics have a tremendous positive influence on tourist shopping behaviour in Nigerian malls. Tourists who own their own vehicle may not want to make purchases in any mall that does not have parking lot. They will rather passed the mall and proceed to another that has their expectation. Modern malls in Nigeria have addressed the issue of parking lot as most of the branches nationwide have the same servicescape attributes and this have given tourists confidence during and after shopping. Most of the items in the shopping malls are also spaced in terms of convenience to enable tourists make their choices easily without inviting the employees. Castro, Quisimalin, de Pablos, Gancino and Jerez, (2017) added that the satisfaction from trip is important in the progress of a tourist business and comparison between expectation and experience must be checked by tourism service providers with respect to the quality of services provided during the visit. Koozak (2000) added that tourist satisfaction is one of the sustainable competitive businesses in tourism as it influences the choice of destination, services and products.

Another predictor that promotes tourists satisfaction is ambience condition. There are some tourists that are allergic to an environment that has strong negative atmosphere; and if this is not eliminated or changed; such tourists will not return and will never recommend the mall to their friends, colleagues or family members. It therefore behooves on mall retailers to ensure that every feature in mall has an attractive ambienceric atmosphere. In addition, servicescape affect the nature and quality of tourist quite apart from employee interactions, in terms of interpersonal services (Bitner, 2016).

RESEARCH METHODOLOGY

Research design employed is cross-section survey. Convenience sampling technique was used to survey tourist in five shopping malls in Port Harcourt, Rivers State, Nigeria. A total of eighty six tourist were surveyed which make up the population. To ascertain the sample size; Taro Yamane formular was employed and the result is seventy one. Thus, seventy one copies of questionnaire were used to elicit information from tourist at the five shopping malls. Statistical tool used for analyzing the hypotheses is Pearson Product Moment Correlation Coefficient (rs) while respondents' profiles were also analysed using descriptive statistics with the aid of statistical package for social sciences version 20.0. In terms of measurement, ambience condition and spatial layout were measured with four items each; while perceived value, service delivery and tourist expectation were measured with four items each; all on a five point Likert scale ranging from 5= Strongly agree; 4 = Agree; 3= Disagree; 2 = Strongly disagree 1= Neither agree nor disagree.

Results

Table 1 – Gender of tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	51	71.8	71.8	71.8
Valid	Female	20	28.2	28.2	100.0
	Total	71	100.0	100.0	

Table 1 above shows the gender of tourists from five shopping malls in Port Harcourt, Nigeria. 51 tourists representing 71.8% were males while 20 tourists representing 28.2% were females.

Table 2 – Age-bracket of tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
	36-45	30	42.3	42.3	42.3
Valid	26-35	25	35.2	35.2	77.5
	15-25	16	22.5	22.5	100.0
	Total	71	100.0	100.0	

The above table shows the age-brackets of tourists from five shopping malls in Port Harcourt. 30 tourists representing 42.3% were between 36-45 years; 25 tourists representing 35.2% were between 26-35 years; and 16 tourists representing 22.5% were between 15-25 years of age.

Table 3 – Occupation of tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	27	38.0	38.0	38.0
	Public servant	16	22.5	22.5	60.6
	others	9	12.7	12.7	73.2
	Civil servant	19	26.8	26.8	100.0
	Total	71	100.0	100.0	

The above table shows the occupation of seventy one tourists selected from five shopping malls in Port Harcourt. 27 tourists representing 38.0% are student; 16 tourists representing 22.5% are public servants; 9 tourists representing 12.7% are into other occupations; while 19 tourists representing 26.8% are civil servants.

Analysis of Hypotheses

Table 4 - Correlation between ambience condition and perceived value

		Ambience condition	Perceived value
Ambience condition	Pearson Correlation	1	.802**
	Sig. (2-tailed)		.000
	N	71	71
Perceived value	Pearson Correlation	.802**	1
	Sig. (2-tailed)	.000	
	N	71	71

**. Correlation is significant at the 0.05 level (2-tailed).

Table 4 above shows the correlation analysis between ambience condition and perceived value. From the table, the result revealed that ambience condition has a positive significant relationship with perceived value (.000; p<0.05). Thus; the null hypothesis is hereby rejected and alternate hypothesis accepted.

Table 5 - Correlation between ambience condition and tourist expectation

		Ambience condition	Tourist expectation
Ambience condition	Pearson Correlation	1	.811**
	Sig. (2-tailed)		.000
	N	71	71
Tourist expectation	Pearson Correlation	.811**	1
	Sig. (2-tailed)	.000	
	N	71	71

**. Correlation is significant at the 0.05 level (2-tailed).

The above table shows the correlation analysis between ambience condition and tourist expectation. The result shows that ambience condition has a positive significant relationship with tourist expectation (.000; p<0.05). Thus; the null hypothesis is hereby rejected and alternate hypothesis accepted.

Table 6 - Correlation between ambience condition and service delivery

		Ambience condition	Service delivery
Ambience condition	Pearson Correlation	1	.773[**]
	Sig. (2-tailed)		.000
	N	71	71
Service delivery	Pearson Correlation	.773[**]	1
	Sig. (2-tailed)	.000	
	N	71	71
**. Correlation is significant at the 0.05 level (2-tailed).			

Table 6 above shows the correlation analysis between ambience condition service delivery. From the table, the result revealed that ambience condition has a positive significant relationship with service delivery (.000; p<0.05). The null hypothesis will be rejected and alternate hypothesis accepted.

Table 7 - Correlation between spatial layout and perceived value

		Spatial layout	Perceived value
Spatial layout	Pearson Correlation	1	.834[**]
	Sig. (2-tailed)		.000
	N	71	71
Perceived value	Pearson Correlation	.834[**]	1
	Sig. (2-tailed)	.000	
	N	71	71
**. Correlation is significant at the 0.05 level (2-tailed).			

The above table shows the correlation analysis between spatial layout and perceived value. From the table, the result revealed that spatial layout has a positive significant relationship with perceived value (.000; p<0.05). Therefore; the null hypothesis will be rejected and alternate hypothesis accepted.

Table 8 - Correlation between spatial layout and tourist expectation

		Spatial layout	Tourist expectation
Spatial layout	Pearson Correlation	1	.758[**]
	Sig. (2-tailed)		.000
	N	71	71
Tourist expectation	Pearson Correlation	.758[**]	1
	Sig. (2-tailed)	.000	
	N	71	71
**. Correlation is significant at the 0.05 level (2-tailed).			

Table 8 above shows the correlation analysis between spatial layout and tourist expectation. The result revealed that spatial layout has a positive significant relationship with tourist expectation (.000; p<0.05). Therefore; the null hypothesis is hereby rejected and alternate hypothesis accepted.

Table 9 - Correlation between spatial layout and service delivery

		Spatial layout	Service deliver
Spatial layout	Pearson Correlation	1	.807[**]
	Sig. (2-tailed)		.000
	N	71	71
Service delivery	Pearson Correlation	.807[**]	1
	Sig. (2-tailed)	.000	
	N	71	71
**. Correlation is significant at the 0.05 level (2-tailed).			

Table 9 above shows the correlation analysis between spatial layout and service delivery. From the table, the result revealed that spatial layout has a positive significant relationship with service delivery (.000; p<0.05). Thus; the null hypothesis is hereby rejected and alternate hypothesis accepted.

Discussion of findings

Based on the results above, it was found that servicescape attributes (ambience condition, spatial layout and cleanliness) have significant relationship with tourists' satisfaction. This is line with the findings of Hye-Kyoung and Jin-Woo (2015); Faizan, Rosmini and Muslim (2013). Hye-Kyoung and Jin-Woo (2015) investigated the effect of the physical environment in an airplane on customer loyalty in Korea and found that physical environment factors such as spatiality, amenity, aesthetics and entertainingness would have a positive impact on

perceived quality. Faizan, Rosmini and Muslim (2013) investigated the effects of physical environment; perceive value and image on customers' behavioural intentions in Malaysian resort hotel. They found that guests with higher perceptions of the physical environment are more likely to have positive perceived image, value and behavioural intentions. Simpeh, Simpeh, Abdul-Nasiru and Amponsah-Tawiah (2011) investigated the association between servicescape and customer patronage of three star Hotels in Ghana. They found that ambience has a positive association with patronage by customers. They also discovered that spatial layout has significant association with patronage by customers.

Conclusion and Recommendations

This study concludes that servicescape attributes measured in terms of ambience condition, spatial layout and cleanliness engender tourist satisfaction of shopping malls in Nigeria. Based on the conclusion, the following recommendations were made:

1) Shopping malls retailers should maintain a clean environment to attract more tourists.
2) Mall operators should ensure that ambience condition of their environment is good.
3) Spatial layout of malls should be adequately improved to enhance tourist expectation.

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