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To cite this article: C. O. Iroham *et al* 2021 *IOP Conf. Ser.: Earth Environ. Sci.* **665** 012010

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**240th ECS Meeting** ORLANDO, FL

Orange County Convention Center Oct 10-14, 2021

Abstract submission due: April 9

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# A search for appropriate anchor tenants in shopping malls in Lagos metropolis

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**Abstract.** Anchor tenant which have been regarded as tenants in shopping mall that propel visitation and activities in the mall has been studied majorly in line with its impact on customers, other shopping outlets and generally on the mall. There appears to be no work on a search for the constituents of anchor tenant in the mall. This happens to be the crux of the present study with emphasis on three notable malls in Lagos Metropolis, The Palms Mall, Ikeja City Mall and Adeniran Ogunsanyan Shopping Mall. A total of 207 questionnaires were distributed to customers of the mall using the mall intercept approach of which a cumulative response rate of 81% was achieved. Data collated which was geared towards ascertaining the stores/products offered that attract the customers to the malls was rated on a likert scale of 5 and analysed using the Relative Importance Index and result substantiated with the chi-square test of significance both at the 0.05% and 0.01% level of significance. The study advocated that mix of the plethora of Departmental Stores (4.7917); Entertainment centres (4.6250); clothing foot wares and accessories (4.5833); Electronics and electrical appliances (4.4881); food and beverage (4.4583); food stuff (4.2381); Watches, jewellery and ornament (4.1904); and Financial Services (4.0000) will be best suited as anchor tenants in the study area.

## 1. Introduction

[1] defined shopping malls as having closed, climatic-controlled, lighted shopping centres with retail stores on one or both sides of an enclosed walkway. Even though at times these terms could be substitutable, shopping malls can be better seen in terms of its size in housing many shops which could be domiciled on two or three floors and having provision for numerous large stores on the end. In a nutshell shopping malls are better seen as indoor shopping centres even though some of the malls have outdoor areas but houses shops that have their own indoor space [2]. In today's modern settings just as experienced in other sectors, the retail market has gotten its own dose of metamorphosis in choices of shopping outlets. This can be attributed to urbanisation, growth in population, rise in the interest from international retailers, changes in customers' taste and lifestyle and rises in the income of households [3]. The effect can be seen in the huge rise of various modern retail outlets which includes apart from shopping malls and shopping centres, the likes of supermarkets, hypermarkets, discount store, convenience stores, cash and carry stores, departmental stores, E-Retailers and specialty stores amongst others [4]. In fact, the recent trajectory of malls is the shift from the original position of being "shopping mall" to the gradual changes in status to "destination malls" where millions of not just locals but tourists drive to for a unique experience. Report has also revealed that destination malls have even recorded better performance when compared to normal shopping malls [5]. The transformation of what is regarded as today's shopping mall can be traced back to over 2, 000 years



ago to the built edifice of Emperor Trajan in Rome. Its popularity was pronounced in the 15<sup>th</sup> century but the Southdale Mall built in the US in the 50's was the first suburban enclosed shopping mall that gave rise to the model of what is seen across the globe today [6].

Certain Variables are pertinent to inform the attributes of a shopping mall. These as listed by [7] include service to be offered, promotional and advertising programmes, the mix of tenant in the mall and the placement of tenant in the mall. The import of tenant in the mall cannot be over emphasized considering the weight given to tenant from the list. This explains why there is need for the malls to be occupied with tenants that will be patronized by customers. For malls to be regarded as having dominant usage at least there must be evidence of at least 75% of its net lettable area being occupied. The occupation of such stores in the mall can provide goods and services such as food and groceries, fruits, poultry, vegetables, pastries, beverages, cafes, cinemas, gambling, video games, ice-skating, karaoke amongst other [2]. Certain other tenants evident in the shopping malls trade on items such as Fashion, Jewellery and accessories, Kids' store, Footwear and leather goods, Food and beverages, Sport, Health and beauty, Multimedia and the press, Furnishings, Hobbies and presents, and also Services [8]. That could explain why [9] attributed the success of any given mall to a functions of its tenants. The authors drew a direct relationship between the turnover of the tenants in the mall and the rent payable by the tenants. The essence of capturing very good tenants in a shopping mall prompted the formulation of a multi criteria framework by [10]. However, According to [11] there is a particular tenant in the mall that will attract people and invariably make every other tenant and whatever goods and services being displayed to enjoy customers 'patronage. Such tenant are regarded as "anchor tenant". The anchor tenant in a bid to attracting customers across the entire floor creates a smooth flow by customers for even the smallest of shops and should therefore be located at the far end of the mall [12]. As a result such anchor tenant enjoy certain features such as being large, in multiple locations, have very strong brand, have extensive appeal, cause substantial traffic and are considered for certain privilege treatment with respect to rent and service charge payable [13]. According to [14] anchor tenants are expected to be very large stores just as the traditional Departmental stores to be able to attract such influence amongst various stores.

One prominent feature of anchor tenant is its pull effect in drawing customers to not just its store but to virtually all stores situated in the mall. Hence, the anchor tenant needs to be strategically located within the mall [15]. According to [16] the strategic location of the anchor tenant in the mall will result to the attractiveness of the mall amongst others. Anchor tenants have been associated with its various impacts on Shopping malls. These includes increases in sales that eventually triggers upsurge in rents even on non-anchor stores in the shopping mall. Others include the determination of number of customers that visit the shopping mall, retail prices of commodities sold in the mall and the profit level achievable at the mall [17]; [18]. According to [12] the impact of anchor tenant results to increase in human and vehicular traffic as experienced amongst the various malls in Nairobi, Kenya. In the country, the chain of Nakumatt Supermarkets represented the anchor tenant that not only pulled customers to the chain of stores but to non-anchor tenants within the mall. However, as a result of innumerable management issues most of the chain of stores had to be closed down. This resulted to the decline in business activities within the malls with a multiplier effect on reduced occupancy levels of the malls, reduction in rental rates and a general reduction to a tune of 50% in the overall mall performance. The author thereby recommended that there should exist more than one anchor tenant in a mall for the sake of eventuality of sub-optimal performance or in instances when anchor tenant had to relocate or leave the mall. This result can be compared to a much earlier work conducted in Florida and Georgia where an approximate 25% decline in the rental rates of non-anchor tenants in shopping malls were discovered in response to the loss of an anchor tenant [19]. The rental loss from loss of anchor tenant according to [20] will have had a gradual impact from variations in consumer power attraction, location, architectural design and the market condition. However, [21] declared that in order for anchor tenants not to leave the shopping mall so as not to affect the rental payments of all other shops within the mall certain factors must be in place. They are the certainty of projected financial turnover estimated by the anchor tenant; continuance potential customer pull to the anchor tenant; favourable location and physical characteristics within the mall and a huge market weight of the anchor tenant. Apart from increase in rental payments which other shops or satellite stores bear as a result of the presence of anchor tenants, there are other attributes of anchor tenants in relation to the performance of shopping malls. [22] revealed that anchor tenant creates an image not just to the perception of consumers but results to a wider image attributed to the shopping mall. This invariably

increases patronages of the mall as such anchor stores are embellished with state of the art facilities [23].

An empirical study conducted by [18] involved 35 shopping malls in Portugal and Spain with a total gross lettable area of 111, 480 M<sup>2</sup> of which the anchor stores occupied about 40% of the space. The study revealed that the anchor stores escalate the consumers' attraction power, which is a measure of the number of people who visit the shopping mall at a particular time. Hence, the conspicuous presence of anchor stores has a direct relationship with the level of their sales that eventually rub off to greater sales amongst the satellite stores in the shopping mall. The impact of this anchor tenant is so felt that [24] disclosed that the shutting down of such tenant usually has a negative effect on the mall starting pronouncedly with the poor performance of the stores located so close to it. That warranted the recommendation of [25] that whenever shopping malls are to be erected the input of respondents who would be potential customers be sought as an indication for shops, goods, services, products, institutions of preference at the proposed mall. Majority of studies on anchor tenant have been hinged on the impact of such tenant with respect to other satellite stores and the mall at large. It appears there have been no study on discovering which stores can best be described as anchor tenants. Hence, this present study intends to partly fill this gap in literature. According to [26] shopping malls are expected to satisfy customers' needs in the various regions where located. This will be evidenced from variety of products demanded by customers ranging from convenience goods to comparative goods. Nigeria, as the most populous black nation will be the focus of this work with much emphasis on Lagos State the commercial nerve centre of the country. In Nigeria, ever since in 2005 when the Palms Shopping Mall was erected in Lagos State more malls of about sixty (60) have been established and have been in existence with more being under construction [27]. However three selected malls out of the twenty [28] in the study area will be the focus of this study.

## 2. Methods

The study is confined to three shopping malls in Lagos Metropolis. This is in order to avoid superfluity in the research. However, the three shopping malls and reasons why they are adopted for study are expounded. The three shopping malls are the Palms Shopping mall (TPSM) which was the First Regional Shopping Mall in Nigeria and has the highest gross floor area of 45,000 M<sup>2</sup> in terms of floor space in Lagos Metropolis and sixty nine stores. Another shopping mall considered for this study is the Ikeja City Mall (ICM) located strategically at the capital district of Ikeja Business District in Alausa having a total of 100 shops. Also, the Adeniran Ogunsanyan Shopping Mall (AOSM) is considered for study since it has the highest number of shops to be precise 150 amongst the regional shopping centres in Lagos Metropolis. This is from the list of twenty (20) of such malls [28]. This study made use of structured questionnaires distributed to adult shoppers that come to shop in the malls. The mall survey intercept approach was adopted. A purposive sampling technique of sixty nine (69) questionnaires were distributed to each of the malls to cater for the mall with the least number of shops. The questionnaire was designed in line with the aim of this study which sought the type of stores/products offered that attract the customers to the malls. The guide to responses which were informed from literature and pre-research investigation were rated on a five point likert scale where strongly agree was given a weight of five (5) till strongly disagree given a weight of one (1). The questionnaire was distributed to customers of both sexes, adults who are not expected to be below 18 years and the questionnaire was handed to them between the hours of 9am and 3pm by three different field assistance concurrently on a particular day. The questionnaires were given to shoppers at their entrance to the mall and followed up to get their assistance. The overall responses retrieved from the three shopping malls were analysed using the Relative Importance Index (RII) and checked for significance with the chi-square test of significance at 95% and 99% confidence level.

## 3. Data Analysis and result

The researchers were interested in the customers' opinion on the particular shops/items that draw them to the Shopping malls under focus. This will give an opinion about the shops/items that attracts more people to the shopping centre which invariably determines the anchor tenancy principle in the shopping malls. To achieve this, a question to ascertain the degree of acceptance of the shops/items that attract people to the shopping mall was put to the customers. From a total of two hundred and seven (207) questionnaires distributed amongst the customers of the three malls under study, a valid response of one hundred and sixty eight (168) questionnaires were retrieved representing a cumulative response rate of about 81%. The breakdown for the individual malls are as follows: Fifty eight (58)

valid questionnaires retrieved from the Palms Mall which represents a response rate of about 84%. Fifty four (54) valid questionnaires retrieved from the Ikeja City Mall representing a response rate of about 78% while Adeniran Ogunsanya Shopping Mall had fifty six (56) of the issued questionnaires valid representing a response rate of about 81%. Table 1 gives a vivid description of the responses from the three malls with respect to the question of type of stores/products offered that attract the customers to the malls and the breakdown of result from the weighted mean and calculated chi-square analysis adopted.

**Table 1: Type of stores/products offered that attract the customers to the malls.**

Types of Store	No of Respondent (TPSM, ICM and AOSM)					Row Total	WM	Rank
	Strongly Agree (5)	Agree (4)	Undecided (3)	Disagree (2)	Strongly Disagree (1)			
Clothing , Footwears and accessories	112 <b>Cell 1</b> <b>(53.45)</b> $\bar{x}=64.14$	50 <b>Cell 2</b> <b>(35.3)</b> $\bar{x}=6.12$	1 <b>Cell 3</b> <b>(22.8)</b> $\bar{x}=20.84$	2 <b>Cell 4</b> <b>(26.15)</b> $\bar{x}=22.30$	3 <b>Cell 5</b> <b>(30.3)</b> $\bar{x}=24.60$	<b>168</b>	4.5833	3rd
Departmental Stores	148 <b>Cell 6</b> <b>(53.45)</b> $\bar{x}=167.25$	11 <b>Cell 7</b> <b>(35.3)</b> $\bar{x}=16.73$	4 <b>Cell 8</b> <b>(22.8)</b> $\bar{x}=15.50$	4 <b>Cell 9</b> <b>(26.15)</b> $\bar{x}=18.76$	1 <b>Cell 10</b> <b>(30.3)</b> $\bar{x}=28.33$	<b>168</b>	4.7917	1st
Books toys and gift	34 <b>Cell 11</b> <b>(53.45)</b> $\bar{x}=7.08$	91 <b>Cell 12</b> <b>(35.3)</b> $\bar{x}=87.89$	29 <b>Cell 13</b> <b>(22.8)</b> $\bar{x}=1.69$	6 <b>Cell 14</b> <b>(26.15)</b> $\bar{x}=15.53$	8 <b>Cell 15</b> <b>(30.3)</b> $\bar{x}=16.41$	<b>168</b>	3.8155	9th
Electronics and Electrical Appliances	121 <b>Cell 16</b> <b>(53.45)</b> $\bar{x}=85.37$	23 <b>Cell 17</b> <b>(35.3)</b> $\bar{x}=4.29$	13 <b>Cell 18</b> <b>(22.8)</b> $\bar{x}=4.21$	7 <b>Cell 19</b> <b>(26.15)</b> $\bar{x}=14.02$	4 <b>Cell 20</b> <b>(30.3)</b> $\bar{x}=22.83$	<b>168</b>	4.4881	4th
Watches , Jewellery and ornament	63 <b>Cell 21</b> <b>(53.45)</b> $\bar{x}=1.71$	89 <b>Cell 22</b> <b>(35.3)</b> $\bar{x}=81.69$	4 <b>Cell 23</b> <b>(22.8)</b> $\bar{x}=15.50$	9 <b>Cell 24</b> <b>(26.15)</b> $\bar{x}=11.25$	3 <b>Cell 25</b> <b>(30.3)</b> $\bar{x}=24.60$	<b>168</b>	4.1904	7th
Daily Mechanize	3 <b>Cell 26</b> <b>(53.45)</b> $\bar{x}=47.62$	10 <b>Cell 27</b> <b>(35.3)</b> $\bar{x}=18.13$	27 <b>Cell 28</b> <b>(22.8)</b> $\bar{x}=0.77$	46 <b>Cell 29</b> <b>(26.15)</b> $\bar{x}=15.07$	82 <b>Cell 30</b> <b>(30.3)</b> $\bar{x}=88.21$	<b>168</b>	1.8452	20th
Home Furnishing and Household Goods	15 <b>Cell 31</b> <b>(53.45)</b> $\bar{x}=27.66$	56 <b>Cell 32</b> <b>(35.3)</b> $\bar{x}=12.14$	74 <b>Cell 33</b> <b>(22.8)</b> $\bar{x}=114.98$	10 <b>Cell 34</b> <b>(26.15)</b> $\bar{x}=9.97$	13 <b>Cell 35</b> <b>(30.3)</b> $\bar{x}=9.88$	<b>168</b>	3.2976	10th
Specialty Stores	13 <b>Cell 36</b> <b>(53.45)</b> $\bar{x}=30.61$	18 <b>Cell 37</b> <b>(35.3)</b> $\bar{x}=8.48$	39 <b>Cell 38</b> <b>(22.8)</b> $\bar{x}=11.51$	47 <b>Cell 39</b> <b>(26.15)</b> $\bar{x}=16.62$	51 <b>Cell 40</b> <b>(30.3)</b> $\bar{x}=14.14$	<b>168</b>	2.3750	17th
Foodstuff	88 <b>Cell 41</b> <b>(53.45)</b> $\bar{x}=22.33$	47 <b>Cell 42</b> <b>(35.3)</b> $\bar{x}=3.88$	21 <b>Cell 43</b> <b>(22.8)</b> $\bar{x}=0.14$	9 <b>Cell 44</b> <b>(26.15)</b> $\bar{x}=11.25$	3 <b>Cell 45</b> <b>(30.3)</b> $\bar{x}=24.60$	<b>168</b>	4.2381	6th
Food and Beverage	109 <b>Cell 46</b> <b>(53.45)</b> $\bar{x}=57.73$	41 <b>Cell 47</b> <b>(35.3)</b> $\bar{x}=0.92$	10 <b>Cell 48</b> <b>(22.8)</b> $\bar{x}=7.19$	2 <b>Cell 49</b> <b>(26.15)</b> $\bar{x}=22.30$	6 <b>Cell 50</b> <b>(30.3)</b> $\bar{x}=19.49$	<b>168</b>	4.4583	5th
Government Institution or communitiy	18 <b>Cell 51</b> <b>(53.45)</b> $\bar{x}=23.51$	24 <b>Cell 52</b> <b>(35.3)</b> $\bar{x}=3.62$	20 <b>Cell 53</b> <b>(22.8)</b> $\bar{x}=0.34$	49 <b>Cell 54</b> <b>(26.15)</b> $\bar{x}=19.97$	57 <b>Cell 55</b> <b>(30.3)</b> $\bar{x}=23.53$	<b>168</b>	2.3869	16th

Real Estate	10 <b>Cell 56</b> (53.45) $\chi^2=35.32$	47 <b>Cell 57</b> (35.3) $\chi^2=3.88$	40 <b>Cell 58</b> (22.8) $\chi^2=12.98$	54 <b>Cell 59</b> (26.15) $\chi^2=29.66$	17 <b>Cell 60</b> (30.3) $\chi^2=5.84$	<b>168</b>	2.8750	12th
Tailor and Shoe makers	9 <b>Cell 61</b> (53.45) $\chi^2=36.97$	11 <b>Cell 62</b> (35.3) $\chi^2=16.73$	14 <b>Cell 63</b> (22.8) $\chi^2=3.40$	73 <b>Cell 64</b> (26.15) $\chi^2=83.94$	61 <b>Cell 65</b> (30.3) $\chi^2=31.11$	<b>168</b>	2.0120	19th
Health Services	42 <b>Cell 66</b> (53.45) $\chi^2=2.45$	31 <b>Cell 67</b> (35.3) $\chi^2=0.52$	3 <b>Cell 68</b> (22.8) $\chi^2=17.19$	49 <b>Cell 69</b> (26.15) $\chi^2=19.97$	43 <b>Cell 70</b> (30.3) $\chi^2=5.32$	<b>168</b>	2.8810	11th
Education	16 <b>Cell 71</b> (53.45) $\chi^2=26.24$	34 <b>Cell 72</b> (35.3) $\chi^2=0.05$	27 <b>Cell 73</b> (22.8) $\chi^2=0.77$	48 <b>Cell 74</b> (26.15) $\chi^2=18.26$	43 <b>Cell 75</b> (30.3) $\chi^2=5.32$	<b>168</b>	2.5952	15th
Personal Services	12 <b>Cell 76</b> (53.45) $\chi^2=32.14$	19 <b>Cell 77</b> (35.3) $\chi^2=7.53$	33 <b>Cell 78</b> (22.8) $\chi^2=4.56$	42 <b>Cell 79</b> (26.15) $\chi^2=9.61$	62 <b>Cell 80</b> (30.3) $\chi^2=33.16$	<b>168</b>	2.2679	14th
Housekeeping	9 <b>Cell 81</b> (53.45) $\chi^2=36.97$	11 <b>Cell 82</b> (35.3) $\chi^2=16.73$	39 <b>Cell 83</b> (22.8) $\chi^2=11.51$	26 <b>Cell 84</b> (26.15) $\chi^2=0.0009$	83 <b>Cell 85</b> (30.3) $\chi^2=91.66$	<b>168</b>	2.0298	18th
Travel	22 <b>Cell 86</b> (53.45) $\chi^2=18.51$	37 <b>Cell 87</b> (35.3) $\chi^2=0.08$	41 <b>Cell 88</b> (22.8) $\chi^2=14.53$	29 <b>Cell 89</b> (26.15) $\chi^2=0.31$	39 <b>Cell 90</b> (30.3) $\chi^2=2.50$	<b>168</b>	2.8452	13th
Entertainment	127 <b>Cell 91</b> (53.45) $\chi^2=101.21$	32 <b>Cell 92</b> (35.3) $\chi^2=0.31$	2 <b>Cell 93</b> (22.8) $\chi^2=18.78$	1 <b>Cell 94</b> (26.15) $\chi^2=24.19$	6 <b>Cell 95</b> (30.3) $\chi^2=19.49$	<b>168</b>	4.6250	2nd
Financial services	98 <b>Cell 96</b> (53.45) $\chi^2=37.13$	24 <b>Cell 97</b> (35.3) $\chi^2=3.62$	15 <b>Cell 98</b> (22.8) $\chi^2=2.67$	10 <b>Cell 99</b> (26.15) $\chi^2=9.97$	21 <b>Cell 100</b> (30.3) $\chi^2=2.85$	<b>168</b>	4.0000	8th
<b>Column Total</b>	<b>1069</b>	<b>706</b>	<b>456</b>	<b>523</b>	<b>606</b>	<b>3360</b>		

From literature [2]; [8] and pre-research investigation conducted the following stores analysed in Table 1 form the basis for the choice of stores. Based on result from Table 1 from analysis resulting from Relative Importance Index, the following tenants, stores or goods/services offered were selected as preferred options as anchor tenants in the shopping malls. In a decreasing order of magnitude, they are: Departmental Stores (4.7917); Entertainment centres (4.6250) which includes the cinemas, children play centres etc; clothing foot wares and accessories (4.5833); Electronics and electrical appliances (4.4881); food and beverage (4.4583); food stuff (4.2381); Watches, jewellery and ornament (4.1904); and Financial Services (4.0000) which can be evidenced by the presence of banks and other financial outfits. These had quite high weighted mean of above 4 points compared to others. However, in order to ascertain the significance of this result, the Chi-square test of significance was adopted at the 95% and 99% confidence levels. The formula is given as  $\chi^2 = \sum (O-E)^2/E$  while O is the observed outcome and E the expected outcome. In order to determine the expected outcome the product of the row total and column total of each cell divided by the grand total is estimated. The values are inscribed in each cell from which the chi-square value of each cell is determined. The sum of all chi-square value gives the calculated chi-square result from the data retrieved. This is equal to 2301.1109. For the Tabulated  $\chi^2$  value, the Degree of Freedom (df) calculated as the product of (Column -1) and (Row-1) gives a value of (5-1) and (20-1) = 76. At 0.05 and 0.01 level of significance a value of at least 97.35 and 107.58 is required for the result gotten to be significant respectively. Hence, the result gotten is significant at both level of significance and as such the anchor tenants for shopping malls in the study area are as discovered.

#### 4. Discussion

From the findings, it is obvious that the assertion made by [14] is evident from this study. [14] had declared that anchor tenants in shopping malls will principally be favoured based on the size of the shop in order to command such influence. The discovery of Departmental stores cutting across the three shopping malls as the first choice of attraction to the malls cannot be farfetched. Their size will definitely have a role to play in attracting shoppers. More so in the Departmental stores all almost all the breakdown of items as listed for sales in the analysis could be sold there. This work however been able to give a detail by detail choice in the port of call for shoppers. Hence, in instances whereby investors in mall cannot be able to get the size of a Departmental store as a size for shop space then the various retail outlets as evidenced from the findings of this work will serve as a guide. The choice of entertainment in shopping malls is another trigger in pulling shoppers. According to [8] shopping is the major thing that attracts shoppers to the mall however using entertainment offers will also be an attractive force. This has also been showcased in this study. However, [29] discovered under the service experience in shopping mall, that multiple options of shopping, gaming, entertainment and eating are least factors that determine the selection of shopping malls. Clothing, foot wares and accessories came up as the third choice of determining shoppers' inflow to malls in the study area. Apart from being one of the basic needs of man shopping of clothing in shopping malls could be attributed to the need for uniqueness and self-concept amongst shoppers [30]. Hence, shoppers usually have their own personal characteristics and identity while selecting clothing products. This they intend to achieve by differentiating themselves from others in the society with a peculiar sense of fashion. That could also explain why the top three tenants of shopping malls in Poland particularly in Krakow trade in fashion and foot wares with fashion dealers topping the list of tenants in the region [31]. Electronics and electrical appliances might not have topped the list of attraction to malls perhaps due to designated electronic and electrical shops where such specialized products can be obtained. However, its high ranking as the next in the pull factor for shoppers can be in line with convenient shopping as discovered by [32] in line with utilitarian motives for shopping. This is a function of shoppers meeting their needs, getting greater convenience and variety, seeking greater quality and searching for better prices amongst others. Food and beverages and food stuff were another high ranking factors. The basic need of man with regards to food might have been a triggering factor but it did not top the list as it can be well assumed that such commodities can as well be purchased in the neighbourhood retail stores. Shopping for grocery as also been recognised as one of the top in the list for multipurpose shopping in malls where shoppers who never intended to buy food stuff eventually pick some of such items during shopping [33]. Dealings on watches, jewellery and ornament are another anchor points in the establishment of shopping malls in the study area. This might not be farfetched from the avowal of [34] that shops dealing with jewellery and other forms of ornaments are vital in shopping malls due to attraction for ostentatious shopping and such shops could be located close by an anchor store to boost patronage. Another top pull factor for shoppers is banking. The provision of banking which is the most service granted in shopping mall in this clime is in line with the discovery in shopping malls located in Krakow where services was recorded as the greatest pull factor after fashion [31]. The convenience of shoppers in line with services of which the provisions of banking and ATM is regarded as being necessary might have accounted for this pull factor [35]. These very top pull factors will stand as a guide in determining the flow of traffic by shoppers to shopping malls in the study area.

#### 5. Conclusion

The study has examined the various tenants, shops and good/services that will trigger shopping activities as anchor tenants in shopping malls in the study area. Result from the study can aid all would be investors in making right decisions in making space for tenants that will spring up shopping activities in malls. This study can be said to be in line with the recommendation of [25] who opined that views of potential customers need to be sought before the erection of shopping malls so as to be well informed of who the anchor tenants would be. This study also advocates the idea of [12] that

anchor tenant in a shopping mall needs not be just one due to the externalities such might bring when such anchor tenant leaves the mall. Hence, it is therefore recommended that all tenants having weighted mean of above 4 in the analysis above should be the anchor tenants in any erected shopping mall in the study area. A more holistic approach of studying the entire malls in the study area and getting the viewpoints of other stakeholders such as the operators off the mall would be argued to be ideal perhaps for future studies. However, this present study has been able to x-ray the subject matter on prominent shopping mall with distinguishing features and attention paid on the customers who are the primary beneficiary of the malls.

### Acknowledgement

The authors wish to acknowledge the financial support offered by Covenant University for this research

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