

Effects of Parking Space on Customer's Satisfaction and Patronage in Shopping Malls at Akobo, Ibadan

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Abstract

Parking space influences how customers feel about stores. Shoppers encountered frustration whilst seeking parking facilities before accessing the shopping malls, which negatively impacts their overall shopping experience and perception of the malls, regardless of the quality of goods and services offered within the facility. Addressing this infrastructure limitation could improve the customer experience. This study investigates the impact of parking space on customers' satisfaction in two (2) shopping malls in Akobo, Ibadan. The study utilised a mixed-method research approach, which included interviews and questionnaires administered to shoppers who frequent the mall's parking lot as well as the supermarket's facility management team. Data was collected from 90 and 65 Supermarket A and Supermarket B consumers, respectively. The data collected were analysed using statistical methods to identify the relationship between parking space availability and customer satisfaction. The study's findings indicate that customer satisfaction at Supermarket A regarding various factors is as follows: size of the parking space (0.88), Landscape (0.85), Aesthetics (0.92), Ambience (0.79), absence of disturbing noise (0.83), and safety (0.88). Participants demonstrated greater satisfaction concerning the state of parking facilities at Supermarket A compared to those at Supermarket B. The study also observed that supermarket A enjoys more patronage than Supermarket B. Improving parking space availability may lead to a better shopping experience for customers and increased revenue for supermarkets.

Keywords: Parking Space, Customer Satisfaction, Accessibility, Customer Patronage, Ibadan

Introduction

Government entities have contributed to the transformation of the sales industry through new rules that have changed the market landscape, such as prohibiting street selling and improving city centers (Olushola, 2023). "Due to the market's unique dynamic and rapid expansion, the traditional trading system has transformed into enterprises that now operates under new government regulations. Both major retailers and small-scale informal traders have responded to these changes, adapting and endorsing innovative strategies accordingly to keep up with the dynamic market shifts. These regulatory actions have transformed the entire commercial landscape. Foreign investors accelerated this trend by tapping into demands for smooth, quick trading experiences (Euro Monitor International, 2015). The vitality of neighborhood-scale

commercial zones — comprising shops, cafes, and services catering to local residents—is a key indicator of urban livability. In increasingly auto-oriented cities, the growth of private vehicle use introduces both benefits and spatial tensions. While vehicles can increase access and attract non-local customers, high vehicle density and on-street parking often compromise walkability and degrade the pedestrian environments that local commerce depends on (Lan, 2025). Nigeria's formal retail sector has recorded significant growth and is poised for accelerated expansion in the near future. This modern retail environment offers ease, comfort and speed while giving shoppers better options and control (Ubeja & Bedia, 2012; Kusuma et al., 2013). Both urban and rural Nigerians increasingly shop at convenience stores, supermarkets, malls and online platforms (Philip Consulting, 2014).

Malls combine various stores that provide retail, recreation and entertainment specifically for target customers (Adebayo & Soyombo, 2021; Ajayi & Omole, 2019). Ubeja (2015) describes malls as evolved versions of traditional marketplaces, featuring independent shops, services and structured parking managed as single entities. Shopping centres represent commercial properties requiring complete facilities as essential components for delivering quality visitor experiences (Juhari, 2012). According to Akinyele and Ekundayo (2020), the level of satisfaction customers derive from a product or service varies.

Shopping is an experience, and every activity involved sums up the experience. Therefore, the movement of a customer in and out of the environment of a shopping mall space is also part of the experience and forms a significant part of the level of satisfaction derived by the customers. One of the key components to be considered in the movement of customers in and out of a shopping mall is the parking space for their automobiles. Parking space is essential to various urban land uses such as residential, educational, religious and commercial. The importance of parking space in the built environment cannot be disregarded as it enhances the efficiency of the transport system. However, where parking spaces are lacking, various challenges can be evident (Agarad, 2017).

The challenges of parking in cities can be broadly grouped into qualitative and quantitative. Ogunleye and Adeniran (2019) explained that the quantitative aspect of parking challenges is associated with regulatory, demand and financial factors, while the qualitative includes problems linked with aesthetics and political acceptability of parking spaces. In a nutshell, the availability or lack of parking spaces in a shopping mall affects the satisfaction level of customers. It is therefore pertinent to investigate the impact of parking facilities on customer satisfaction at shopping malls.

Shopping is an essential and everyday activity and has increasingly become integral to the urban lifestyle, especially in growing cities like Ibadan. Successful management of shopping malls improves higher foot traffic, retail functions, customer contentment and influences the public perception of shopping malls (Akinyele & Ekundayo, 2020). Shopping center management exists for two primary purposes: to provide an optimal and sustainable environment for retailers and to meet customer needs. This means that good management can increase the total amount of rental space by retailers and visitors, providing a good image for the shopping mall. Akinyele and Ekundayo (2020) emphasize that customer perception plays a vital role in shaping the perceived quality and attractiveness of shopping malls. A

comprehensive, attractive, and well-functioning physical environment and the scope of shopping mall services can affect customer satisfaction. Furthermore, issues with the service scope in shopping malls include fewer parking spaces, broken security cameras (CCTV), lack of proper signage, unattractive layout and lack of ambience. These underlying flaws diminish visitor numbers because of the ordeal experienced. Customers avoid shopping centers that lack adequate security and spacious parking Places. Therefore, to ensure that customers have a fulfilling shopping experience, the quality of goods and services should be improved (Nur, Hishamuddin & Nurhayati, 2012). Parking space is part of those services that improve the functionality of a shopping mall; when parking spaces are lacking in the mall, various challenges are encountered (Agarad, 2017).

Ogunleye and Adeniran (2019) found that parking availability is a major determinant of consumer preference when shopping destinations in Nigerian urban centres, including food outlets and aces.

Within the Ibadan Metropolis, Akobo is a highly commercial and developing area characterized by mixed land use; residential and commercial use, with the latter becoming more predominant in recent years. This urban area is marked by shopping malls, eateries, supermarkets, and many other business activities (Adeniyi, 2019). Akobo is also rapidly becoming a more commercialized urban area and contributes to the local economy of the state through increased retail development, which constitutes a great impact on the local economy (Adepoju, 2021).

Literature Review

Theoretical Underpinning

Parking space is essential to various urban land uses such as residential, educational, religious and commercial (Litman, 2021). The importance of parking space in the built environment cannot be disregarded as it enhances the efficiency of the transport system. However, where parking spaces are lacking, various challenges can be evident (Agarad, 2017). Parking difficulties in cities can be broadly grouped into qualitative and quantitative. Bieret al. (2016) explained that the quantitative aspect of parking challenges is associated with regulatory, demand and financial factors. At the same time, the qualitative element includes problems linked to aesthetics and the political acceptability of parking spaces. According to Ogunleye and Adeniran (2019), parking availability and aesthetics influences customer preferences in attending a food outlet or a restaurant. It was discovered that customers are concerned about the parking aspect, such as availability and safety. Ajayi and Omole (2019) in their study supported essential factors that affect customers' destination choices, such as the parking convenience availability of that particular place. Findings by Nwaogbe et al. (2018) further emphasized the concerns of parking convenience in terms of its amount and quality, particularly safety. Additionally, customers were always worried about the security of their parking area and wanted the area's lighting to be improved to avoid any unexpected situations (Ajayi & Omole, 2019). Therefore, providing safe parking for customers helps in efficient street traffic management

Customers can be categorized into three groups: external customers, internal customers, and employees. Companies sell products and services to both consumers and businesses, which leads to two types of external customers: consumers (the ultimate end-users, such as individuals) and business-to-business (B2B) customers (Adebayo & Soyombo, 2021). The retail function exists primarily to meet the needs and requirements of its users. This focus on customer satisfaction is pivotal for the success of a business (Akinyele & Ekundayo, 2020). Customer satisfaction increases customer retention, and business's future revenue (Akinyele & Ekundayo, 2020). Satisfied customers exhibit brand loyalty by repeating purchases and long-term retention (Ali et al., 2021). Fortunately, it can be improved by enhancing the service quality, which includes all those attributes such as facilities, ambience, queue system, location and additional services like parking (Meesala & Paul, 2018).

Khan et al., (2015) reveals that customer satisfaction and loyalty have always been an important factor in modern retailing, which is in the market due to slow development and intense competition. The European retail sales are changing rapidly, and developers are focusing on increasing the size and ownership of the store. (De Oliveira et al., 2020). Companies have significant benefits to keep customers happy; satisfied customers are more likely to be more loyal, keep on consuming the service or product and are more likely to recommend their friends in business. (Iglesias et al., 2019). According to Klaus and Maklan, (2016), satisfaction can be associated with acceptance, relief, excitement and delight. Moreover, as Klaus and Maklan (2016) note, many of the studies have demonstrated a definite connexion between customer satisfaction and such primary outcomes as purchase behaviour, loyalty, and retention. They also mention that satisfied consumers are more prone to share their experiences and they tend to communicate them to 5 or 6 other individuals.

According to Akinyele and Ekundayo (2020), satisfaction is shaped by consumers' emotional and rational responses to service experiences, and when expectations are exceeded, it can result in customer delight. Ali et al. (2021) argues that customer satisfaction is crucial in an increasingly competitive business environment. If customers are dissatisfied with the layout of a shopping mall, they are likely to choose a different shopping centre. One common issue is a parking shortage (Nwaogbe et al., 2018). Parking shortages often occur during peak times, especially during major sales, at the end of the month when salaries are paid, during festive celebrations, and during school holidays. Additionally, there are several other problems related to parking in shopping malls, such as inadequate CCTV coverage and a lack of security guards (Ajayi & Omole, 2019).

Juhar et al. (2012) carried out a research to investigate the impact of shopping mall servicescape on customer satisfaction within the Johor State in Malaysia. The research was based on the way a good servicescape is achieved through the provision of the basic elements of service as perceived and expected by clients. The results found out that the physical environment of shopping malls that is complete and well operated is the one that plays a significant role in determining the customer satisfaction. In general, the analysis shows that it is essential to combine all service aspects to improve the general experience at the shopping mall.

Reimers and Clulow (2021) regarded the strength of the association between the relative attitude of the individual and their continuous purchasing behavior as consumer patronage.

Consumer loyalty is also a functional aspect as it is considered a factor in determining long-term development and margin of business. If it is evaluated, it is taken as a component of the firm's wealth. Consumer loyalty is a continuous and positive attitude toward any object (Kundu & Datta, 2019). Ali et al. (2021) defined consumer loyalty as the extent of a consumer's repeat procuring or buying behavior from a service supplier, having a positive attitudinal nature toward the supplier and preferring this provider when requiring this service. Hira and Mehvish (2012) conducted a study to determine the Factors affecting Consumer Loyalty towards shopping malls. The study identified the very factors that affect the shoppers' loyalty towards shopping malls. Its objective was to establish a relationship between consumer loyalty factors and shopping mall performance. . The data was acquired from 384 visitors to shopping malls through the questionnaire, which included 27 items on a five-point Likert scale. Statistical analysis was done using SPSS version 16, which indicated the correlation and regression analysis of data. Three attributes relevant to the shopping malls were found: Environment, image, and convenience, which affect consumer loyalty. All three factors positively affect consumer behaviour or loyalty regarding shopping malls. It also influences the performance of the mall if any attribute is lacking. The study's results differ with the national context, size, and culture of the nation as they are relevant to Pakistan.

Delgado et al. (2020) and Nguyen et al. (2022) studied how parking availability affects store choice behaviour in shopping centres, using a hierarchical logit model to estimate the influence of various parking-related variables. Their model accounted for supermarket characteristics, distance to parking lots, available parking spaces, and trolley availability. Although the model performed strongly at the store-choice level, its parking-lot-level predictions were less accurate. Previous data was used to estimate the model. The hierarchical logit model that was estimated showed strong performance. While the model's accuracy at the parking lot level was somewhat lower, it still performed adequately. Key attributes include a constant that reflects the supermarket's characteristics, the distance from the supermarket to the parking lot, number of parking spaces available in each parking lot, the relative location of the parking lot compared to the consumer's origin, and the presence of supermarket trolley facilities at the parking lot. When validating the model by reproducing the after-data, the results were not as satisfactory. While Delgado et al. (2020) and Nguyen et al. (2022)'s findings remain useful, they are geographically limited to suburban Netherlands and may not fully reflect consumer dynamics in sub-Saharan Africa. A recent Nigerian study by Nwaogbe et al. (2018) applied regression analysis to evaluate parking facilities in Abuja shopping malls. The findings showed that the design and most importantly availability of parking space play a crucial role in customer satisfaction and mall visits, highlighting the global importance of parking infrastructure.

These studies have emphasized the importance of adequate parking facilities to continuous customer patronage (Carter and Vendell, 2005). Parking options can be situated on the ground level or in an underground area, similar to multi-storey parking facilities within the mall or an adjacent space. The arrangement and positioning of parking spaces in shopping centers are shaped by adherence to regulations, availability of infrastructure, the nature of the terrain, and the feasibility of construction (Ajayi & Omole, 2019).

Methodology

The descriptive survey research design has been used in this research. Two supermarkets in Akobo, represented as Supermarket A and Supermarket B, were chosen through a purposive sampling method. These supermarkets were incorporated in accordance with well-articulated inclusion criteria, which are their fairly high customer flows, presence of organised parking facilities, and well-established facility management organisation. The study did not include other supermarkets located in Akobo because of the smaller size of operation, low number of customers, or lack of formal facility management records to be used in the research. Key informant interviews of members of the facility management teams of the sampled supermarkets were conducted to obtain contextual and facility related information. Interviews were designed and concentrated on the achievement of the non-customer data, including the size and capacity of parking Supermarket A, the estimated number of customers per day, and the overall features of the facility. There was no customer interview; all the information about customers was received via questionnaires.

The population of the study included customers to the two supermarkets sampled within the data collection period. According to the facility management records and estimates, Supermarket A was having an average customer population of 655 with Supermarket B having an average population of 300 customers during the period of study in question. Out of these finite populations, simple random sampling was used to sample out respondents. The method used was that the customers who were in the supermarkets at the time of the data collection period were approached physically and asked to be part of the study on a voluntary basis, with all the customers having an equal opportunity of being selected. Customers in both supermarkets were physically given questionnaires to fill on-site and during their routine shopping period. The reason behind selecting this method was to ensure that the study had the highest response rate and that the respondents were real users of the facilities of the supermarkets during the study period. This sample size was calculated through a formula of finite population of Kothari (2004) that is suitable in a situation where the population size is known and is limited. The formula is expressed as:

$$\frac{Z^2pqN}{e^2(N - 1) + Z^2pq}$$

Where:

Z = standard normal deviate which corresponds to the desired confidence level (1.96 in 95% confidence level);

p = approximated proportion of the population having the attribute of interest (assumed 0.5 to maximise the sample size);

q = 1 - p (0.5);

e = margin of error (0.05);

N = population size.

Supermarket A and B obtained sample sizes of 90 and 65 respondents respectively using this formula. The decision to use a 95% confidence level is due to the fact that confidence level is a universal standard in social science research to ensure that there is a balance between precision and feasibility and a 5% margin of error allows a reasonable degree of accuracy without exaggerating on the required sample size. Besides primary data, secondary data were obtained based on the published literature available in the pertinent literature published materials, such as academic journals, textbooks, and conference papers and periodicals like magazines. These were the sources that were employed to support the theoretical framework, contextualise findings, and fortify the discussion.

Discussions and Findings

Parking Space Facilities in Supermarket A and Supermarket B

The result of the preliminary assessment of the parking space of Supermarket A facilities available at Supermarket A and Supermarket B is presented in Table 1. It can be observed from Table 1 that the capacity of the parking space in Supermarket A is 20 cars while that of Supermarket B is 10 cars. Table 1 also revealed that Supermarket A has a Multi-level parking structure on a ground floor design. In contrast, Supermarket B has a single-level parking structure on a ground floor design. Results in Table 1 further revealed that the Parking Space of Supermarket A facility of Supermarket A is more effective than the parking space of Supermarket A of Supermarket B. The results of the current study are consistent with those of Shoup (2021), who found that the presence of proper parking spaces and effective parking design have a major impact on customer convenience and retail patronage. In the same fashion, Rahman et al. (2022) determined that retail centres that have a poor parking situation are more likely to have lower perceived service quality and less customer satisfaction because of the difficulty in getting there. Consistent with these researches, the high parking capacity and layout design of Supermarket A would define why it was more effective in parking as compared to Supermarket B. Such comparison supports available information that parking facilities are a vital factor in determining the nature of experiences and perceptions of customers to the quality of services in the retail sector.

Table 1: Parking Space Facilities Available in Supermarket A and Supermarket B

Parking Space Facility	Supermarket A	Supermarket B
Parking Space Capacity	20 Cars	10 Cars
Parking Space Structure	Multi-level Parking	Single Level Parking

Parking Space Design	Ground floor	Ground floor
Parking Space Effectiveness	Very High	High

Satisfaction Derived by Respondents from Parking Space Facilities provided in Supermarket A and Supermarket B

The level of satisfaction that users experience from the parking facilities provided by the malls is displayed in Tables 2 and 3. The table analyses the respondents' opinions on their satisfaction with all the parking space of Supermarket A facilities. Table 2 presents the satisfaction of Supermarket A's customers. As shown on the table, the percentage relative satisfaction index (RSI) revealed that respondents from Supermarket A recorded the following level of satisfaction: size of the parking space of Supermarket A (0.88), layout (0.85) landscape (0.88), aesthetics (0.92), ambience (0.79), signage (0.82), absence of disturbing noise (0.83), minimal congestion (0.84), customer relation of officers at the facility (0.80), CCTV (0.83), safety (0.88), distance of parking space to the mall (0.83), maximum parking duration (0.81), parking tariffs (0.71), availability of trolleys (0.75) and traffic circulation (0.75).

Likewise, it can be observed from results in Table 3 that the RSI revealed that respondents from Supermarket B recorded the following level of satisfaction: ambience (0.61), signage (0.53), absence of disturbing noise (0.62), customer relation of officers (0.72), CCTV (0.60), safety (0.55), distance of parking space of Supermarket A to the mall (0.72), maximum parking duration (0.50), parking tariffs (0.72), and availability of trolleys (0.58). However, Table 3 also shows that respondents from Supermarket B were not satisfied with the size of the parking space of Supermarket A (0.43), landscape (0.42), layout (0.42), aesthetics (0.43), congestion (0.39) and traffic circulation (0.41).

It can be implied from these tables that respondents derive maximum satisfaction from the parking space of Supermarket A facilities provided by Supermarket A compared to Supermarket B. This is because the optimum parking facilities needed by the users have been provided in Supermarket A and are in good working condition. The results of the level of satisfaction of the users with the parking facilities in Supermarket A and Supermarket B are mostly in line with what was found in earlier empirical research concerning retail parking and customer experience. The high-level of RSI of Supermarket A in terms of the size of parking areas, layout, aesthetic, safety, and the ability to manage congestion are consistent with the findings of Shoup (2021), who identified that a sufficient parking space, proper circulation, and parking design significantly impact the level of user satisfaction and the perceived stress during the shopping visits. Consistent with this research, the availability of adequate parking Supermarket A and supportive amenities by Supermarket A seems to have played a positive role in increasing the level of satisfaction among the users. In a similar manner, the relatively low level of customer satisfaction of Supermarket B (especially on the issue of parking size, layout, congestion, and traffic circulation) is in line with the results of Rahman et al. (2022). Their analysis has revealed that high levels of dissatisfaction and negative attitude towards the retail centres services are linked with lack of parking space and inappropriate use of space in the centres. These previous results are reflected in the dissatisfaction experienced among the customers at Supermarket B with core functional attributes, which indicates that lack of parking

infrastructure has the potential of influencing the entire retail experience even where some service related attributes like staff relations, parking tariffs among others are rated moderately.

Table 2: Level of Satisfaction Derived by Respondents from Parking Space Facilities provided in Supermarket A

Parking Space Features	Very Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Very satisfied (5)	Mean Rank	RSI (%)
Size of Parking Space	0.0	1.2	1.2	54.3	43.2	4.4	0.88
Landscape	0.0	1.2	1.2	70.4	27.2	4.2	0.85
Space Layout	1.2	1.2	1.2	49.4	46.9	4.4	0.88
aesthetics/design/decoration	0.0		3.7	30.9	65.4	4.6	0.92
Ambience	1.2	8.6	9.9	56.8	23.5	3.9	0.79
Signage	0.0	7.4	4.9	59.3	28.4	4.1	0.82
Noise	0.0	2.5	2.5	70.4	24.7	4.2	0.83
Congestion	1.2	2.5	7.4	53.1	35.8	4.2	0.84
Customer Relation	0.0	1.2	23.4	50.6	24.7	4.0	0.80
CCTV	0.0	3.7	9.9	54.3	32.1	4.1	0.83
Safety, comfort and convenience	0.0		3.7	54.3	42.0	4.4	0.88
Distance between the mall and Parking lot	0.0	2.5	8.6	59.3	29.6	4.2	0.83
Maximum car duration	0.0	3.7	14.8	53.1	28.4	4.1	0.81
Parking tariffs	6.2	24.7	7.4	30.9	30.9	3.6	0.71
Availability of trolleys in the parking lot	2.5	11.1	11.1	56.8	18.5	3.8	0.76
Traffic circulation	1.2	3.7	37.0	33.3	24.7	3.8	0.75

Table 3: Level of Satisfaction Derived by Respondents from Parking Space Facilities provided in Supermarket B

Parking Space Features	Very Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Very satisfied (5)	Mean Rank	RSI (%)
Size of Parking Space	3.1	87.5	0	7.8	1.6	2.2	0.43
Landscape	6.3	81.3	4.7	7.8	0	2.1	0.43
Space Layout	4.7	87.5	1.6	6.3	0	2.1	0.42

aesthetics/design/decoration	6.3	79.7	7.9	4.7	1.6	2.2	0.43
Ambience	3.1	25.0	35.9	34.4	1.6	3.1	0.61
Signage	9.4	25.0	57.8	4.7	3.1	2.7	0.53
Noise	7.8	26.6	14.1	48.4	3.1	3.1	0.63
Congestion	29.7	59.4	1.6	6.3	3.1	1.9	0.39
Customer Relation	7.8	9.4	4.7	73.4	4.7	3.6	0.72
CCTV	1.6	7.8	82.9	4.7	3.1	3.0	0.60
Safety, comfort and convenience	6.3	34.4	36.0	23.4	0	2.8	0.55
Distance between the mall and Parking lot	7.8	10.9	3.2	67.2	10.9	3.6	0.73
Maximum car duration	1.6	57.8	29.7	9.4	1.6	2.5	0.50
Parking tariffs	4.7	7.8	17.2	65.6	4.7	3.6	0.72
Availability of trolleys in the parking lot	20.3	17.2	17.2	43.8	1.6	2.9	0.58
Traffic circulation	18.8	67.2	6.3	6.3	1.6	2.0	0.41

Effect of Parking Space Facilities on Customer Satisfaction

Table 4 shows the relationship between parking space of Supermarket A facilities and customer satisfaction. The chi-square values, all with a degree of freedom (df) 4, and the p-value of less than 0.005 for all parameters indicate a significant relationship between the parking space of Supermarket A and customer satisfaction.

Table 4: Relationship between parking space facilities and customer satisfaction

Parameter	Pearson Chi Square	df	P value
Size of Parking Space	118.86	4	0.000
Landscape	119.34	4	0.000
Space Layout	123.53	4	0.000
aesthetics/design/decoration	119.26	4	0.000
Ambience	82.8	4	0.000
Signage	76.34	4	0.000
Noise	31.93	4	0.000
Congestion	112.06	4	0.000
Customer Relation	26.61	4	0.000
CCTV	66.65	4	0.000
Safety, comfort and convenience	66.37	4	0.000
Distance between the mall and Parking lot	30.31	4	0.000

Maximum car duration	91.03	4	0.000
Parking tariffs	17.18	4	0.002
Availability of trolleys in the parking lot	28.9	4	0.000
Traffic circulation	77.9	4	0.000

Effect of Parking Space Facilities on Customer Patronage

The frequency of customers' patronage of Supermarket A and Supermarket B presented in Table 5 shows that 54.3% of the customers sampled regularly patronize Supermarket A, followed by 43.2% who rarely visit the supermarket. In comparison, 2.5% occasionally patronize the supermarket. Results presented in Table 5 also show that 35.9% of the sampled customers from Supermarket B regularly visit the supermarket, followed by 34.4% who often patronize the supermarket, while 10.9% rarely patronize the supermarket. It can be observed from this result that Supermarket A enjoy more patronage than Supermarket B.

The specified trend of customer patronage between a Supermarket A and Supermarket B can be justified by the results of previous research on the retail settings and consumer behaviour. Research by Kim and Lee (2020) determined that retail stores that provide convenient accessibility, favourable facility support, and a comfortable shopping experience are likely to have a high rate of repeat shoppers. This justifies the fact that the percentage of customers who frequent Supermarket A is higher and this indicates that the good facility conditions lead to the prolonged customers visits. Conversely, the low score of regular patronage in Supermarket B is in line with the results of Li, Wang, and Xu (2021) who established that inadequacies in retail infrastructure, such as insufficient parking space and poor circulation, have an undesirable impact on willingness of customers to visit retail centres on a regular basis.

Table 5: Customers Patronage of Supermarket A and Supermarket B

Frequency	Patronage (%)	
	Supermarket A	Supermarket B
Regularly	54.3	35.9
Often	43.2	34.4
Occasionally	2.5	18.8
Rarely	0	10.9

Findings of regression as shown in Table 6 indicate that the association between satisfaction of customers with the parking facilities in Supermarket A and customer patronage is statistically significant. The approximate regression model, PAT (customers patronage) = $1.068 + 0.708 PS_SAT$ (customers satisfaction with parking facilities) points out that the satisfaction of customers with the parking facilities is a high predictor variable of patronage behaviour. The level of significance of less than 0.05 along with the calculated t-value (9.235) that exceeds the critical t-value (1.9853) proves the fact that the level of satisfaction with parking facilities has a significant impact on the customers patronising Supermarket A. This result implies the

possibility of enhancing parking-related qualities to lead to high frequency of visits and customer involvement. These findings align with the results of Shoup (2021), who determined that customer satisfaction of parking space, convenience, and ease of circulation also have a major part in determining the shopping frequency and retail patronage.

In the same spirit, Kim and Lee (2020) had a positive and significant impact of supportive retail infrastructure, such as parking convenience, on revisit intentions and loyalty of customers. The positive unstandardised coefficient found in this research is yet another piece of evidence that the satisfaction with the facilities related to access is a direct translation into increased patronage behaviour. Moreover, the adjusted R-square of 0.510 shows that customer satisfaction of the parking facilities can be used to explain 51.0 percent of the change in customer patronage. This explanatory power compares to the one reported in earlier research, which revealed that facility-related satisfaction explains a significant project of retail patronage behaviour, and also recognises the effect of another element, i.e., product assortment, pricing and service quality (Li, Wang, and Xu, 2021). Therefore, the results of the current research correspond with the existing literature and support the significance of parking satisfaction as a defining factor in determining customer patronage at supermarket settings.

Regression Coefficient for Satisfaction with Parking Space and Customer Patronage Model

Model	Unstandardized		Standardized		Sig.
	Coefficients		Coefficients	t	
	B	Std. Error	Beta		
1 (Constant)	1.068	0.306		3.461	0.005
PS_SAT	0.708	0.075	0.599	7.167	0.001

Dependent Variable: PAT

Adjusted R square = 0.510

Conclusion and Recommendations

This study investigates the influence of supermarket parking space facilities on customers' satisfaction and patronage using A and B Supermarket in Ibadan. The study found that

Supermarket A has more effective and comfortable facilities than Supermarket B. As a result, customers in Supermarket A are more satisfied and enjoy more patronage than customers in Supermarket B. The study shows that parking space facilities significantly affect customer Satisfaction. The results Also, from the simple linear regression model, it can be concluded that satisfaction of customers with parking space facilities is significantly related to customer patronage. Supermarkets should pay enough attention to their parking space facilities as this significantly influences customer satisfaction and patronage. Ample space should be allotted for parking, and where possible, a multi-storey parking facility should be constructed to maximise available space. Also, security personnel and CCTV cameras should be stationed at parking spaces to secure customers' vehicles and properties adequately. Efficient traffic control facilities should also be implemented at the parking space to avoid traffic issues while customers use the facility.

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