

**THE UNIVERSITY OF ZAMBIA
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GEOGRAPHY DEPARTMENT**

**TITLE: THE SPATIAL BEHAVIOUR OF MANDA HILL
COMPLEX USERS**

BY

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requirement for the B.A ed (geography single major) at the
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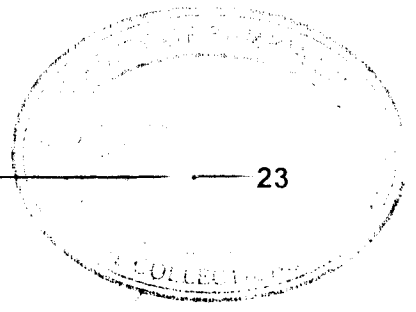
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ABSTRACT

The visit to a store or a shopping center is a result of a choice made by the consumer between – typically a small number of possible options that include privacy and separation from others, critical distance, time constraints and freedom to move around.

This study examines some of the factors that influence the spatial behaviour of Manda Hill complex users. This was done by assessing how privacy, critical distance, time constraints and freedom to move around influence the consumers to use Manda Hill complex.

The sample size was non-randomly selected and comprised of 30 males and 30 females. An interview schedule was used. Independent factors studied included levels of education, income and area of residence.

The study shows that despite most people enjoying their privacy, it least influences them to use Manda Hill complex. Critical distance and proximity to the Manda Hill complex influences the users in that more people who stay near-by use it more often.

Further, the spatial behavior of the Manda Hill complex users is mostly influenced by the convenience of doing business in one place. This reduces the time one spends on doing business. The spatial behavior is in addition influenced by the

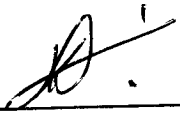
freedom to move around, though some users felt that their freedom is sometimes disturbed by over crowding.

Noteworthy, the study was limited because some respondents were reluctant or busy to give out answers. More especially was the limitation due to fact that the variables are related to cognitive structures and hence difficult to measure and analyse.

DECLARATION

I hereby declare that with the exception of the references cited, this report being submitted is the result of my own investigation.

Date 10/11/04

Signature 

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Aquila, Maipo, Chewe, Nelly, Hope and Dalitso for constantly bothering me,
"Love you all"

Baby Kahila Jr, for being in my life and all the Kajimos.

Lastly Susan Chibwe and mercy for their kindness and good typing of the report.

DEDICATION

To my Three loving "Big Sisters "Beatrice, Gracious and Kahilu Kajimo for the love and sacrifice they showed during my two years of illness.

To mum and dad. Rev. & Mrs. Kajimo, for passing through a trying moment at the time I was writing this report. Thank you for raising me in a way I will always appreciate.

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1. INTRODUCTION

Privacy and separation from others; critical distance, time constraints and freedom to move are four of the variables that influence consumer spatial behaviour. Thus consumer spatial behaviour can be considered as the outcome of a subjective decision making process by which consumers combine their separate evaluations of a set of relevant attributes of shopping alternatives into an overall evaluation to arrive at a choice (Timmermans, 1992).

Therefore a visit to a store or a shopping centre is a result of a choice made by the consumer between-typically a small number of possible options. Consequently understanding the reasons for consumer spatial behaviour is of fundamental importance for retailers and service providers. Therefore, it is the aim of this study to inquire as to the spatial behaviour of Manda Hill complex users.

Furthermore, the shopping centre concept has become prominent feature and integral part of modern urban landscape. It exists in towns and cities of widely divergent cultures and economics (Corte, .1989).

A shopping centre is a deliberately planned concentration of shops that is managed as a unit.

Alternatively a shopping centre may be defined as: "single architectural unit of planned retail outlets and associated services and facilities, designed and managed as a fully integrated retail system" (Cloete, 1998).

Its consumer popularity in almost all the suburbs of large metropolitan areas is influenced by a number of variables. However despite long research traditions in both the field of marketing and economic geography, no well integrated and refined theory about consumer spatial behaviour exists. Hence we are unable to explain why people choose certain shopping places, (Marjanen, 2000)

Nonetheless the traditional reaction of man to the apparent complexity of the world around him has been to make for himself a simplified and intelligent picture of the world. Corte: (1989) argues that since movement is purposive to a degree, we assume that an individual has either knowledge or willingness and ability to search space. The process is not entirely unconstrained but rather there are certain prejudgements made on the basis of preferences and prejudices. Further more this study will assess the practicability of the spatial behaviour interaction in the planning process.

1.1 Statement of the problem

The strongest point of the shopping centre as a retail concept is that it offers a wide variety of merchandise. Consumers may do so called "one stop shopping". The shopping centre combines convenience goods (i.e foods, stationery and other goods purchased on a regular basis) with comparative shopping (for example, clothes, furniture and other goods that are not purchased as frequently). Such complexes tend to minimise the friction of a number of variables involved in order to satisfy an individual's wants. One such is Manda Hill complex in Lusaka. There is need to investigate what influences people to use the Manda Hill complex in a spatial context. Spatial analysis like spatial behaviour of Manda Hill complex users, provide a framework for such explanation.

1.2 AIM/PURPOSE OF THE STUDY

- (i) To investigate the spatial behaviour of Manda Hill complex users.

1.3 Objectives

- (i) To find out the extent to which personal space is a characteristic of the spatial behaviour of Manda Hill complex users.
- (ii) To establish whether critical distance is a major determinant of the spatial behaviour of Manda Hill complex users.
- (iii) To establish whether time is a major determinant of the spatial behaviour of Manda Hill complex users.
- (iv) To find out whether activity space is a factor in the spatial behaviour of Manda Hill complex users.

1.4 Research Questions

- (i) Does privacy and separation from others influence the spatial behaviour of Manda Hill complex users?
- (ii) Is the spatial behaviour of Manda Hill complex users a function of critical distance?
- (iii) How does time constraints influence the spatial behaviour of Manda Hill complex users?
- (iv) Do people use the Manda Hill complex because they feel free to move about?

1.5 Rationale

The establishing of shopping complexes need to be well planned to meet the needs of the communities around by minimising the friction of personal space, distance, time and activity space.

In this respect, this study will help in the advancing of knowledge as a geographical enquiry to help in the planning purposes of service providers and developers. It will also highlight how applicable spatial behaviour studies are in the Manda Hill complex Context.

1.5 Definition of terms as used in this Research

- (i) **Spatial behaviour:** ✓ Movement of people, ideas, and commodities within and between areas.
- (ii). **Critical distance:** The distance between which cost, effort and means strongly influence our willingness to travel.
- (iii). **Activity space:** An area in which we move freely in regular activity.
- (iv). **Perception:** Is a process by which we select, organise and interpret information to form a meaningful picture of the world.
- (v). **Personal space:** A zone of privacy and separation from others.
- (vi). **Motivation:** A drive
- (vii). **Selective distortion:** People's tendency to adapt information to personal meanings.
- (viii). **Selective retention:** Tendency of people to retain the information that supports their attitudes and beliefs.
- (ix). **Belief:** A descriptive thought a person has about something.
- (x). **Attitude:** A persons relatively consistent evaluations, feelings and tendencies towards an idea.

SOURCE: Cogoy, (1999)

1.6 organisation of the report

This study examines the factors that influence the spatial behaviour of people in relation to the use of shopping complexes. Manda Hill Complex has been taken as the study area since it is the first of its kind in Zambia.

The study focuses on four determinants of spatial behaviour which are privacy, critical distance, time constraints and freedom to move. Other independent factors examined include educational level, income level, area of residence and sex composition.

This report is divided into six chapters. Chapter one looks at the objectives and significance of the study while chapter two deals with Literatures Review. Chapter three focuses on the description of the study area and chapter four describes the methodology used. Chapter five is based on data analysis and chapter six focuses on discussion, conclusion and recommendations.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Theory

Geography is concerned with the description and explanation of the real differentiation of the earth's surface. Explanation will be regarded therefore as any satisfactory or reasonable answer to a why or how question (Harvey, 1969).

However, it would be very wrong to suppose that our understanding of the real world rest entirely on our ability to provide scientific explanations of events, but science nevertheless provides the most consistent, coherent empirically justified body of information upon which to base our understanding (Harvey, 1969). Baith (1960) argues that it is important to establish general laws covering the behaviour of the empirical events or objects with which the science in question is concerned, and thereby to enable us to connect together our knowledge of the separately known events, and to make reliable predictions of events as yet unknown.

The aim of a geographer is claimed to describe and analyse the interaction and integration of phenomenon in terms of space. According to Baith (1960) space is regarded as a conceptual fiction, not a thing or events but a kind of framework for things and events. Therefore, both space and time can thus be described as a frame of reference which is not based upon experience but intuitively used in experience and properly applicable to experience. Harvey (1969)

argues that the concept of space are founded in experience. In its most elementary form this experience is entirely visual and tactile. But there is a transition from such primary experience of space to the development of intuitive spatial concepts and ultimately to formalisation of such spatial concepts in terms of some geometric language.

However, the issue of the spatial behaviour addressed here in this project falls within the area of personal environment research; in which consumers react to existing retail outlets and the physical infrastructure.

2.2 Consumer Spatial Behaviour

Definition

“Consumer Spatial behaviour can be considered as the outcome of a subjective decision making process by which consumers combine their separate evaluations of a set of relevant attributes of shopping alternatives into an overall evaluation to arrive at a choice”. (Timmermans, 1992:378). However, there has been no study done in Zambia so far about consumer spatial behaviour especially one which combines a number of different variables.

2.3 Evolution of the shopping centre idea

Man has traded from the earliest times. Producers and consumers met to exchange goods, services and later money. The farmer’s markets and retail bazaars of early towns and cities are the fore runners of the

modern business district (Cloete, 1998). As communities grew in size and complexity, retail activities became more specialised. Shopping facilities naturally tended to be concentrated in certain areas, like the market squares of ancient Greek cities, bazaars and seaport commercial districts (Marjanen, 2000).

According to Cloete (1998), trade fairs were a common feature of communities in the middle ages. Weekly markets (mostly agriculture) were held in many European countries in the 18th century.

Retail specialisation also started in the last quarter of the nineteenth century. A note worthy development was the growth of chain stores. In 1872, the first Linton's grocery, shop was established in Glasgow by 1900 Linton had grown to 245 branches all over UK. It was only a small step from the establishment of shopping districts to the establishment of shopping centres, where the distinguishing characteristic is that of a single ownership, design and management (Cloete, 1998).

From an architectural point of view, covered malls were introduced as early as 1871, when a glazed cast iron edifice was designed for the central market wall in Paris. With the "Galeries St Hubert", built in Brussels in 1847, the first exemplary covered mall came into being (Timmermans, 1992).

This was followed by the famous arcade “Galleria Vittorio Emanuele II” completed in Milan in 1867 and the Galleria Umberto I” Naples in 1890. In Moscow, the national departmental Store GUM was erected from 1888 to 1893, while covered malls were built in Liverpool, Manchester, Birmingham and Leeds in Victoria England. (Timmermans, 1992).

Furthermore, in the nineteenth century and the early part of the twentieth century there were isolated cases of shopping centre development in USA. For example, a fifty shop, three level enclosed shopping arcade in Providence, Rhode Island built by Cyrus Butler and opened in 1829 and Roland Park Shopping Centre built by Baltimore in 1907 (Cloete, 1998).

2.4 Development of centres elsewhere in the world

By 1945, the rapid development of shopping centres in USA was underway. In Europe the twin catalyst of urban growth and economic growth did not pass the critical point to sustain mass consumption until the 1960s (Timmermans, 1992). The rebuilding of bombed cities provided the initial impetus for development of shopping centres, like the celebrated pioneer pedestrian centre at Lindbaum, Rotterdam and Cologne and Berlin.

The development of shopping centres around the world shows certain similarities whenever different countries have similar urban structures or have been exposed to the same spheres of influence (Cloete 1998).

However, shopping centre development in Eastern Europe and in many Asian, African and Latin American countries did not come into being until the 1970s.

2.5 Factors that have caused the development of shopping centres as we know them today.

Cloete (1998) points out some eight (8) factors as follows:-

- ◆ Population explosion
- ◆ Increase in urbanisation
- ◆ The centrifugal expansion of suburbs
- ◆ Rising standards of living and disposable income of the general population
- ◆ Changes in shopping patterns as a result of greater mobility
- ◆ A shortened working week.
- ◆ Increased traffic pressure in CBD's
- ◆ Demographic ethnic shifts in the population.

2.6 Factors affecting consumer spatial behaviour

During the second part of the twentieth century, the retail trade has tended to become more concentrated, operating through larger and fewer outlets. The development has been driven both by factors internal to the retail trade and by consumer factors; a few examples of factors affecting the trend are economics of scale, better storage possibilities and increased mobility (Cloete; 1998) consumer preferences have also contributed to this concentration of the retail trade.

Numerous studies have addressed the issue of how consumers choose where to shop. One example is the study by Gugstrom and Larsen, (1987) done in Greater Copenhagen and in the emerging Øreunds-region. The research investigated how distance influenced people's store choice. The findings indicated that forty-three percent of the respondents did not consider distance as the reason to influence them to visit shopping malls outside their area. These people owned vehicles and found it just as easy to make the trip to and from distant shopping complexes. However, approximately sixty percent of the respondents felt that distance from certain shopping complexes influenced them. These are people who could not afford daily or regular trip routines, though they owned vehicles. Consequently this meant that they could not visit certain shopping centres especially those in the outskirts.

However, the existing research into consumers choice of retail outlets even when that research deals with spatial factors has not been adequately linked to the issues of critical distance, time constraints , freedom to move and privacy in one study.

Understanding the reasons for consumers store choice is of fundamental importance for retailers. One of the most important factors affecting a consumer choice is undoubtedly the distance

separating the consumer and potential shopping destinations (Marjanen, 2000).

2.7 Distance

Distance as a concept and its various sub-concepts such as the friction of distance, measurement of distance and distance perception have been subject to considerable amount of research over decades.

According to Marjanen (2000), the central place theory, originally formulated by German Geographer Walter Christaller in 1933, is the most famous normative theory of retail location. The theory is based on 'nearest centre' hypothesis which states that shoppers will visit the nearest retail centre that provides them with the goods or services they require . However, central place theory was formulated on the regional scale in a rural setting in a time when travel was very limited.

However, the spatial behaviour of consumers is strongly influenced by cultural, social, personal and psychological characteristics (Marjanen, 2000).

2.8 Cultural Factors

The concept of space thus vary from one cultural context to another and within broad cultural configurations (Harvey 1969). Small sub-groups may develop a particular conceptual apparatus with respect to space geared to the particular role which they perform in society.

According to Harvey, (1969) culture is the most basic cause of a person's wants and behaviour and exerts the broadest and deepest influence on consumer behaviour. Human behaviour is largely learned. A child learns basic values such as perceptions, wants, and behaviours from the family and other important institutions as he/she grows up in society.

2.8.1 Sub Culture

Each culture contains smaller sub cultures , or groups of people with shared value systems based on common life experiences and situations. Religious groups like Catholics, Presbyterian and Moslem are sub cultures with their own preferences and taboos (Ullman, 1972). Thus one's interest in various places, goods and choices will be influenced by such factors as nationality, race and geographical background.

2.8.2 Social Class

According to (Ullman, 1972) almost every society has some form of social class structure. Social classes are relatively permanent and ordered divisions in a society whose members share similar values, interests and behaviours. Social class is measured by a number of variables, income, occupation, education and wealth. Service providers are interested in social class because people within a given social class tend to exhibit similar spatial behaviour.

Social classes show distinct product and brand preferences in such areas as clothing, home furnishings and leisure activities. According to Jackson, (1990), for a long time, researchers have viewed shopping as a leisure activity. While it may be hard to apply this concept in relation to shopping for food stuffs, there is no doubt that visiting a large shopping mall or a city centre may also include leisure aspects, which makes the approach relevant to the present research.

2.9 Social Factors

Spatial behaviour of individuals is also influenced by social factors such as small groups, family and social roles and status. These factors can strongly affect the individual response and hence his spatial behaviour (Ullman, 1972).

2.9.1 Groups

A person's behaviour is influenced by membership in many small groups. These are primary groups with whom there is regular but informal interaction for instance, family, friends, neighbours and co workers (Cloete, 1998).

Some are secondary groups with whom there is less regular but none for formal interaction, for instance, professional associations, religious groups and trade unions. These reference groups serve as points of comparison in forming of a person's attitude or behaviour. They influence the person's attitude and self concept because he/she wants

to “fit in”. Consequently, they create pressures to conform that may affect the person’s choice (Cloete, 1998).

2.9.2 Family

The family is the most important consumer buying organisation in society and it has been researched extensively. Family members can strongly influence spatial behaviour. An individual’s choice in the purchase of a large variety of products and services is directly influenced by the spouse and children (Ullman,1972).

2.9.3 Roles and status

A person belongs to many groups. The person’s position in each group can be defined in terms of both role and status. A role consists of activities people are expected to perform according to the persons around them (Marjanen, 2000). Each role carries a status reflecting the general esteem given to it by society. People often choose places products and services that show their status in society.

2.10 Personal Factors

All the deterministic theories that try to explain the consumer’s choice between shopping facilities assume that both the consumer and retailers act in a rational way (Marjanen, 2000). For example, consumers try to minimise their cost and retailers seek to maximise their profits. In addition to this, it is assumed that all decision makers are fully aware of all possible alternatives and are able to evaluate correctly the total cost of each choice (Marganen, 2000). Of course,

this is not the case in reality: decisions are affected by many personal factors:

2.11 Economic situation:

A person's economic situation will greatly affect product choice and spatial behaviour. Service providers closely watch trends in personal income and interest rates (Marjanen, 2000).

2.11.1 Occupation:

A person's occupation affects and influences the choice of goods, services and places to go to. For instance, a company president will buy expensive clothes and decide to shop abroad (Cloete, 1998).

2.12 Psychological Factors

There are four major psychological factors which influence a person's buying choices and spatial behaviour. These are motivation, perception, learning, and beliefs and attitudes (Cloete, 1998).

2.12.1 Motivation

A person has many needs at a given time. Some needs are biological arising from states of tension, Such as hunger, thirst, or discomfort. Other needs are psychological, arising from the needs for recognition, esteem or belonging (Cloete, 1998). Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a motive when it is aroused to a sufficient level of

intensity. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction (Cloete, 1998).

Psychologists have developed theories of human motivation. Two of the most popular – the theories of Sigmund Freud and Abraham Maslow have however quite different meanings for consumer analysis and marketing . Motivation research remains a useful tool for marketers seeking a deeper understanding of consumer behaviour.

Shopping and especially “fun shopping”, has become a very popular leisure time activity (Brown, 1992). The increased importance attached to the emotional content of leisure life also marks the shopping behaviour of the consumer.

According to Uusitalo (1998), the shopping environment and place of purchase play an important role in creating the “shopping experiences” consumers are looking for. On the other hand, consumers want to fulfil their basic needs as quickly and efficiently as possible.

2.12.2 Perception

A motivated person is ready to act. How the person acts is influenced by his/her perception of the situation. Two people with the same motivation and in the same situation may act quite differently because they perceive the situation differently.

Every person learns by the flow of information through our five senses: sight, hearing, smell, touch and taste. However, each of us receives, organises and interprets his sensory information in an individual way. People can form different perceptions of the same stimulus because of the three perceptual processes. Selective exposure, selective distortion and selective retention (Marjanen, 2000).

Decisions are made in terms of the aims, aspirations, attitudes and assessments of individual consumers. They are also made with regard to opportunities as they are perceived in respect to reality (Brown, 1992)

2.12.3 Learning

When people act, they learn. Learning describes changes in an individuals' behaviour arising from experience. Learning theorists say that most human behaviour is learned. Learning occurs through the interplay of drivers, stimuli, cues, responses and reinforcements (Uusitalo, 1993).

Suppose one visits a shopping place and the experience is rewarding, the probability is that you will visit the place more and more often. Your response to the place will probably be reinforced. Then next time you want to shop, the probability is

greater that you will go to the same place. Psychologists call this generalised response to similar stimuli (Uusitalo, 1993).

2.12.4 Beliefs and attitudes

Through acting and learning, people acquire their beliefs and attitudes. These in turn influence their buying and spatial behaviour. These beliefs may be based on real knowledge, opinion or faith (Ullman, 1972). Marketers and service providers are interested in the beliefs that people formulate about specific products and services. People tend to act on their beliefs more often.

People have attitudes regarding almost everything else. Attitudes put people into a frame of mind of liking or disliking things or places, moving towards or away from them. Attitudes are difficult to change. A person's attitude may require difficult adjustments in many others.

Other relevant studies address the interaction between the physical infrastructure and consumer's choice of retail outlet. Hsu Chen (1994) show that reduced transportation costs have an effect on a consumer's spatial behaviour and the extent of this depends on the consumers' sensitivity to travel time.

2.13 Time

According to Marjanen (2000), one principal determinant behind consumer's behaviour is the degree to which time is valuable to them, but the amount of time which a particular customer can devote to shopping is in many cases limited by external factors. Another important aspect concerning time constraints in store – choice modelling is the amount of time the consumer is willing to spend on shopping.

2.14 Convenience

Convenience is an important consideration when planning a shopping centre and is of necessity related to distance as well as the frequency of certain purchases (Cloete, 1998). However, in spatial behaviour, consumers have varying needs and consequently, there is no unambiguous definition of shopping convenience. Convenience is a much wider concept than distance to the store; the store located next door is not always the most convenient choice for the consumer although it is the closest (Marjanen, 2000).

Nevertheless, convenience is an important consideration when planning a center and is of necessity related to distance as well as the frequency of certain purchases (Cloete, 1998). Therefore, Marjanen (2000) argues that shopping centres create the atmosphere in which shoppers move freely around among the shops and can offer space for various personal activities.

We can now appreciate the many individual characteristics and forces acting on individuals spatial behaviour. The person's choice is the result of the complex interplay of cultural, social, personal and psychological factors . Many of these cannot be influenced by service providers however, they are useful in planning.

CHAPTER THREE

3. STUDY AREA

The area under discussion is a multi faceted service provision area known as Manda Hill. It is situated in Northmead residential area in Lusaka City. It is surrounded by other residential areas like Rhodes Park, Roma, Garden Compound, Kalundu, Olympia and the Show Grounds as indicated in (Fig. 1).

The complex was commissioned in October 1999. It consists of 42 shops, which include those for food and beverage, garments and banking (refer to Fig. 2).

Furthermore, the complex occupies an area of approximately 21 000 m². Its name is derived from the Manda Hill road that passes near parliament building.

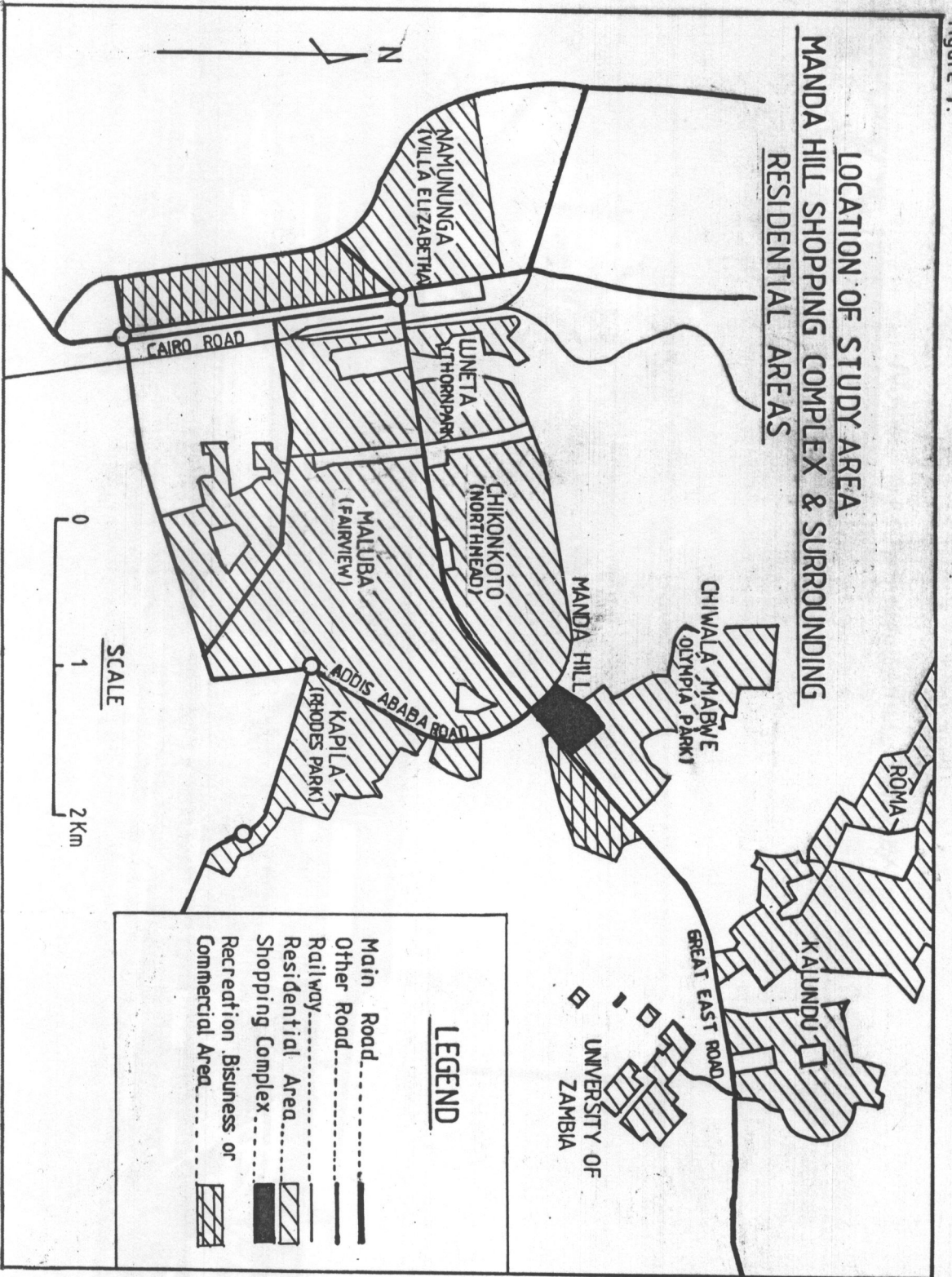
Manda Hill is the first of its kind in Zambia, hence there is a need to investigate the response and expectations of its users in a spatial context.

TABLE 1 SOME SHOPS AND SERVICES AVAILILABLE AT MANDA HILL

SERVICE	NAME OF THE SHOP
Fashion	Abeve Quality, What's New Boutique etc
Hair Beauty	Namel Salon
Stationery/Gifts	, Book World, Book Celler etc.
Music	Sounds Arcade
Restaurants/Beverage/Confectionary	Fragigi, Sub way, Hungry Lion, Nandos, O'Hogans, Steers etc
Banks	Barclays, Standard Chartered etc.
Medical	Link Pharmacy Medicare
Departmental Stores	Game, Woolworths, Shoprite Truworth
Electronics	Hifi, Philips
Furniture	Barnets, Carnival Elerines
Jewellery	Klaus
Specialist Services	ZESCO, Post net Multichoice, Celtel, Telecel etc.

Source: Mandahill Booklet (2004)

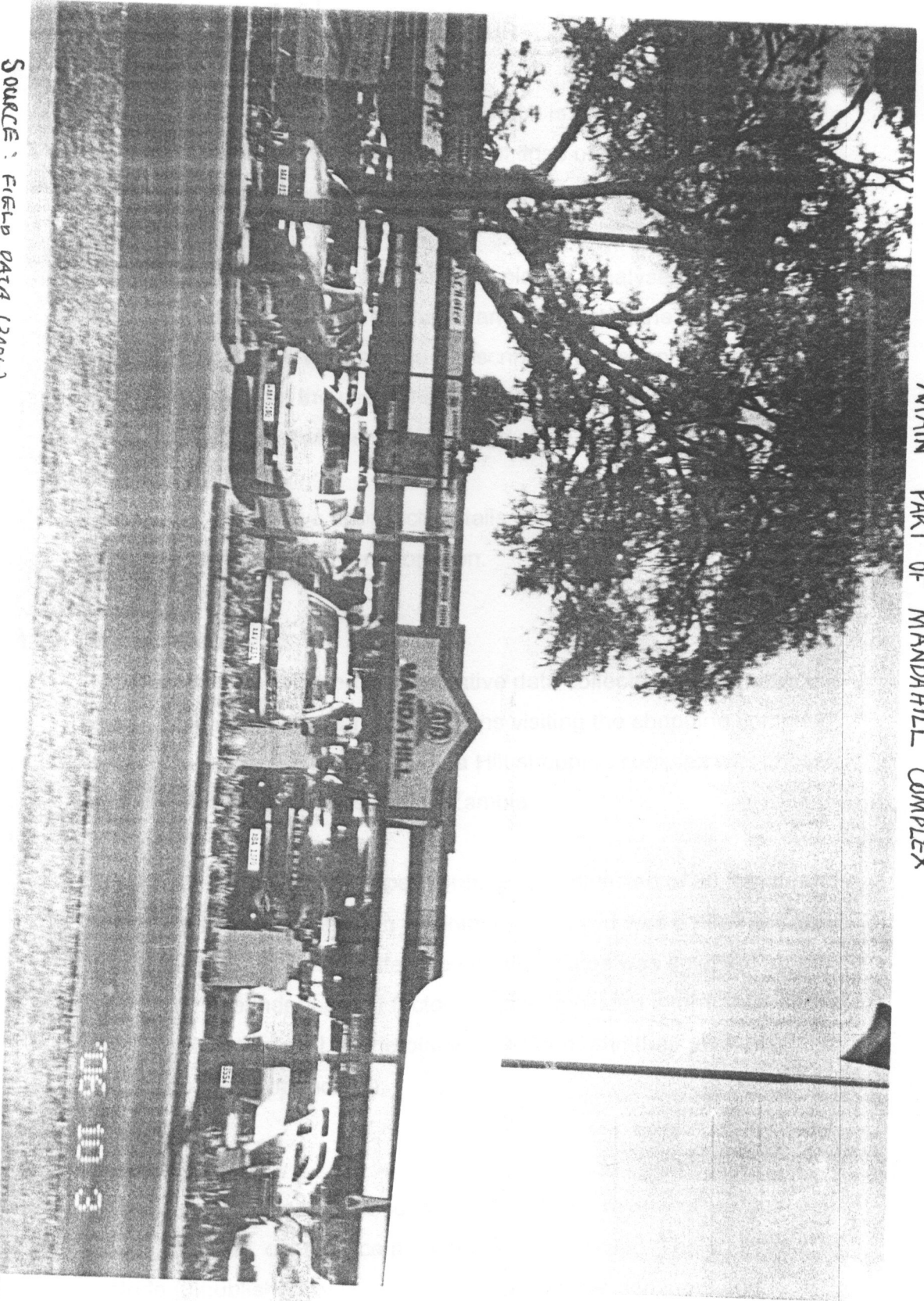
Figure 1.



Source 1528 A4, 1:50,000 Topographical Map Edition IZS 1972.

FIG 2.

MAIN PART OF MANDAHILL COMPLEX



SOURCE: FIELD DATA (2004)

CHAPTER FOUR

4. METHODOLOGY

This study used qualitative research, which is an inquiry process of understanding based on methodological lines of inquiry that explore a social or human problem (Creswell, 1998).

The researcher built a complex holistic picture, analysed words, reports, detailed views of informants and conducted the study in a natural setting. The method used describes events, opinions and perceptions without the use of numerical data. While some data may be quantified, the analysis itself is in the main qualitative one.

Essentially, qualitative approach entails utilising subjective methods very often based on personal opinion.

4.2 Primary Data

The analyses were based on qualitative data collected on the individual level. Data was collected from persons visiting the shopping complex, using in interview schedule. Manda Hill shopping complex was chosen because it is the first of its kind in Zambia.

The sample size was 60 respondents which consisted of 30 females and 30 males. The sampling technique employed was a non random one. Every 5th person to enter the complex gates was selected for the interview. The independent factors studied included information about the consumers as well as the place of resident and their level of education (see appendix 1).

4.3 Secondary Data

Secondary sources of data consists of literature review of various books, journals, conference papers and the internet. The sources also include unpublished works such as dissertations, seminars and workshop papers.

4.4 Limitations

The research encountered some problems especially the non availability of literature on Manda Hill complex. This is because the place is the first of its kind in Zambia.

The other problem was that caused by the methodological approach, which relied heavily on interviews as sources of evidence. Some interviewees were reluctant to provide the information as they had busy schedules. Furthermore, the variables could to be quantified or measured as the research was purely qualitative by describing opinions and perceptions without the use of numerical data.

CHAPTER FIVE

5. DATA PRESENTATION AND ANALYSIS

This chapter discusses the main points of the research findings. The findings have been summarized to give a better understanding and meet the objectives of the research. Tables and other diagrams have been used where appropriate to give a summary of the data. The findings revealed that personal space is not a characteristic of the spatial behaviour of Manda Hill complex users. Furthermore, critical distance is not a major determinant of spatial behaviour, while activity space and time constraints are major determinants of the spatial behaviour of Manda Hill complex users.

5.1 CHARACTERISTICS OF THE SAMPLE

The research findings included independent factors of the respondents. The research showed that there were more males (sixty-two) percent than females (Thirty-eight) percent in the tertiary level of education, whilst fewer males (Forty-two) percent than females (Fifty-eight) percent in the more than K1,000,000 category of income. In addition most of the respondents (Twenty-five) percent reside in Northmead area.

THE TABLES BELOW SUMMARISES THE DEMOGRAPHIC CHARACTERISTICS FOR RESPONDENTS.

Table 2.1

LEVEL OF EDUCATION OF THE RESPONDENTS

LEVEL OF EDUCATION	NUMBER OF RESPONDENTS	%
Tertiary	37	61.6
Secondary	15	25
Primary	8	13.4
Total	60	100

Source: Field Data (2004)

Table 2.2

LEVEL OF INCOME OF THE RESPONDENTS

LEVEL OF INCOME	NUMBER OF RESPONDENTS	%
≥500,000	25	41.6
500,000 – 1,000,000	16	26.6
<1,000,000	19	31.8
Total	60	100

Source: Field Data (2004)

Table 2.3

AREA OF RESIDENCE OF RESPONDENTS

AREA OF RESIDENCE	NUMBER OF RESPONDENTS	%
Kabwata	6	10
Chilenje	1	1.7
Rhodes Park	3	5
Northmead	15	25
Olympic Park	10	16.6
Kalundu	7	11.6
Garden	3	5
University of Zambia	6	10
Chelston	1	1.7
Avondale	5	8.4
Emmasdale	3	5
Total	60	100

Source: Field Data (2004)

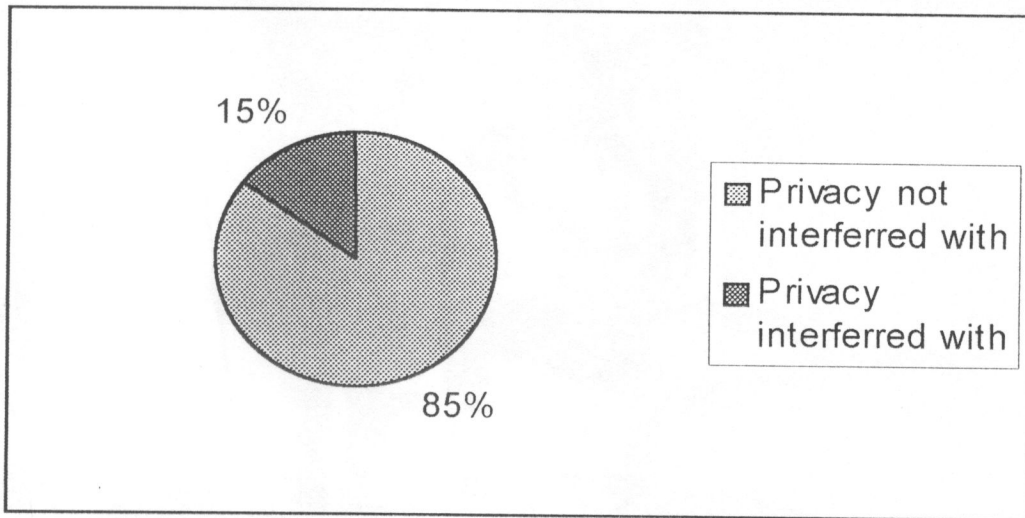
5.2 PRIVACY AND SEPARATION FROM OTHERS

The study revealed that most of the complex users at Manda Hill do not see their privacy being interfered with in any way. This was represented by 51 out of 60 respondents interviewed and this represented eighty-five percent of the total

respondents. However, fifteen percent of the respondents felt that their privacy was interfered with.

Fig. 3

THE DIAGRAM BELOW SHOWS THE RESPONSE TO PRIVACY INTERFERENCE



Source: Field Data (2004)

Fig. 4

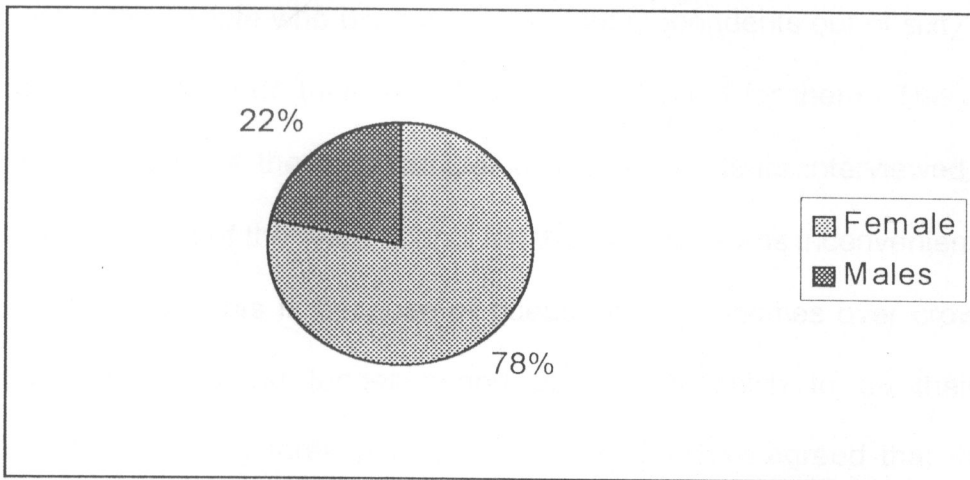
COMPLEX USERS ENJOYING THEIR PRIVACY AND SEPARATION FROM OTHERS



Furthermore, the study findings revealed that there were more females than males who felt that their privacy was interfered with. Out of the fifteen respondents who agreed that their privacy is interfered with, seventy-eight percent were females while twenty-two percent were males.

Fig. 5

THE DIAGRAM BELOW SUMMARISES THE NUMBER OF MALES AND FEMALES WHO FELT THEIR PRIVACY IS INTERFERED WITH.



Source: Field Data (2004)

In addition, fifty-five percent of those who felt that their privacy is interfered with had primary level of education while forty-five percent had secondary level of education.

Admittedly, those who felt that their privacy is interfered with, advanced the reasons of loiters around the complex. These are people who go round aimlessly.

Furthermore when asked as to what was the most important reason that influence them to use Manda Hill complex, only Ten percent of the total respondents agreed that it was because their privacy was not interfered with.

5.3 TIME CONSTRAINTS

Furthermore, the research showed that Manda Hill complex was convenient for most of the people who used it. Forty-eight respondents out of sixty agreed that the time spent to do their business was convenient for them. This represented eighty percent of the total number of the respondents interviewed. However, twenty percent of the respondents felt that the place was inconvenient for them to do business. This is because of queues and sometimes over crowding. This makes them spend longer period of time in which to do their business. Nevertheless forty-three percent of the respondents agreed that they finished their business within 30 minutes, 1:30 minutes. This was followed by twenty-six percent of respondents who finished their business within 1:30 minutes – 2:30 minutes. Eighteen percent of the respondents finished their business within less than 30 minutes.

THE TABLE BELOW SUMMARISES THE AMOUNT OF TIME SPENT TO FINISH BUSINESS

Table 3

DURATION TO FINISH BUSINESS	NUMBER OF RESPONDENTS	%
>30 minutes	11	18.4
30minutes – 1 hour 30 minutes	26	43.4
1hours 30 minutes – 2 hours 30 minutes	16	26.7
<2 hours 30 minutes	7	11.6
Total	60	100

Source: Field Data (2004)

Most respondents agreed that they spend less time because all they need was available and in one place. Forty percent of the total respondents agreed that time convenience was the most important reason to influence them to use Manda Hill complex.

5.4 DISTANCE

The research findings also indicated that most of the people who visited Manda Hill complex stay near-by the area. These residential areas are approximately less than 5 kilometres from the Manda Hill complex. Seventy-three percent of

the respondents agreed that they come from residential areas which included Olympia Park, Kalundu, Northmead, Garden Compound, Rhodes Park and University of Zambia. Whilst twenty-seven percent Of the respondents agreed that they come from areas further away which are approximately more than 5 kilometres from Manda Hill complex. These include, Chilenje, Kabwata, Avondale, Emmasdale and Chelston.

Table 4

RESIDENTIAL AREAS LESS THAN 5 KM FROM MANDA HILL COMPLEX

AREA OF RESIDENCE >5km from Manda Hill Complex	NUMBER OF RESPONDENTS	%
Rhodes Park	3	5
Northmead	15	25
Olympia Park	10	16.6
University of Zambia	6	10
Garden Compound	3	5
Kalundu	7	11.6
Total	44	73.2

Table 4.1

RESIDENTIAL AREAS MORE THAN 5 KM FROM MANDA HILL COMPLEX

AREA OF RESIDENCE <5km from Manda Hill Complex	Number of Respondents	%
Chilenje	1	1.7
Kabwata	6	10
Chelston	1	1.7
Avondale	5	8.3
Emmasdale	3	5
Total	16	27

Consequently, most respondents who stay further away visited the Manda Hill complex less often. About six percent of them used Manda Hill complex 2-4 times a week while about eleven percent of those who say nearby used Manda

Hill complex 2 – 4 times a week. The respondents who stay further away revealed that they could not afford to use Manda Hill complex regularly due to transport costs. Thus ended up shopping and doing business in other nearer places.

Table 5

THE TABLES BELOW SHOW THE GROUPED AREAS OF RESIDENCE AND THE NUMBER OF VISITS.

AREA OF RESIDENCE	NUMBER OF VISITS	NUMBER OF RESPONSES	%
>5 km from Manda Hill			
Rhodes Park	2 – 4 times a week	5	11.4
Northmead	Once a week	7	16.0
Olympia Park	Once in 2 weeks	13	29.6
University of Zambia	Once a month	19	43.0
Garden Compound	Total	44	100
Kalundu			

Source: Field Data (2004)

AREA OF RESIDENCE	NUMBER OF VISITS	NUMBER OF RESPONSES	%
<5km from Manda Hill			
Chilenje	2 – 4 times a week	1	6.2
Kabwata	Once a week	2	12.5
Chelston	Once in 2 weeks	4	25
Avondale	Once a month	9	56.3
Emmasdale	Total	16	100

Source: Field Data (2004)

However, only twenty percent of the total respondents agreed that distance or near to home was the most important reason that influences them to use Manda Hill complex.

5.5 FREEDOM TO MOVE AROUND

The research findings also indicated that ninety percent of the respondents enjoyed the freedom to move around the Manda Hill complex. However, ten percent of the respondents felt that their freedom was disturbed. This was because the place was sometimes over crowded.

Fig. 6

COMPLEX USERS HAVING FREEDOM TO MOVE



Table 6

THE TABLE BELOW SHOWS THE RESPONSE TO FREEDOM TO MOVE AROUND

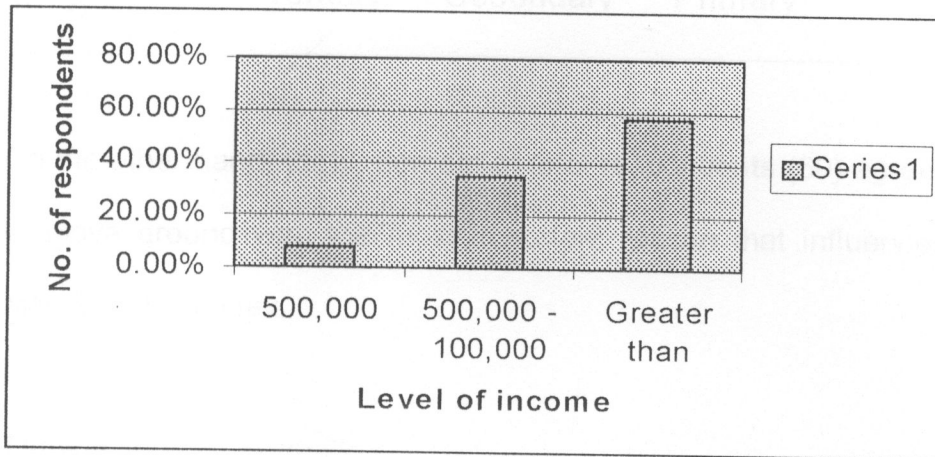
FREEDOM TO MOVE	NUMBER OF RESPONDENTS	%
Yes	54	90
No	6	10
Total	60	100

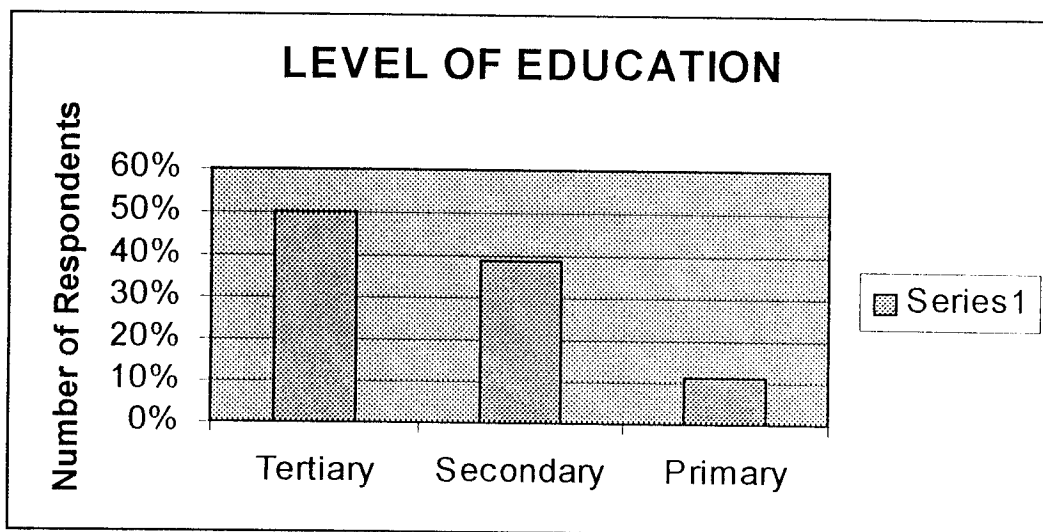
Furthermore, the research findings indicated that about fifty-seven percent of 54 respondents who felt free to move around the complex, had an income of more than K1,000,000; In addition, fifty percent of them had reached tertiary level of education.

Fig. 7

THE DIAGRAMS BELOW SUMMARISES THE LEVEL OF INCOME AND EDUCATION FOR THOSE WHO FELT FREE TO MOVE AROUND

LEVEL OF INCOME





On the other hand, thirty, percent of total respondents (60) agreed that freedom to move around was the most important reason that influences them to use Manda Hill complex.

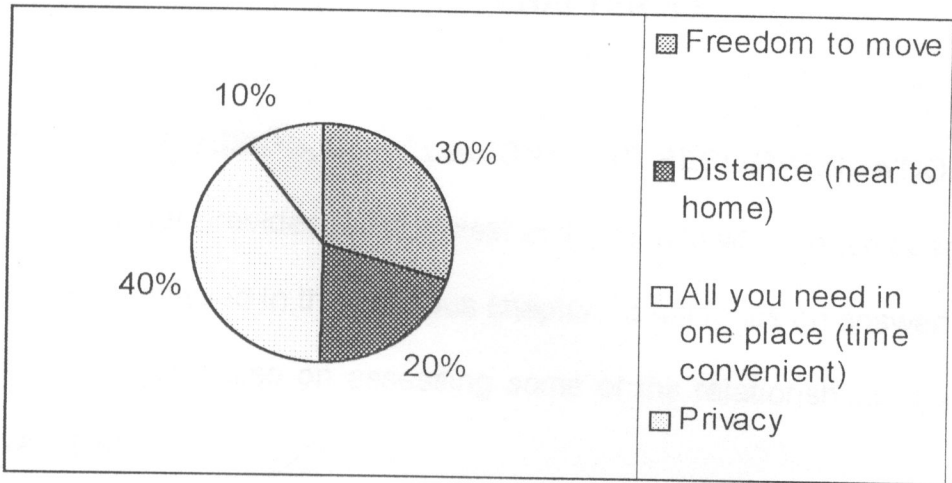
Table 8

THE TABLE AND DIAGRAM BELOW SHOWS THE MOST IMPORTANT REASON TO INFLUENCE MANDA HILL COMPLEX USERS

REASON	NUMBER OF RESPONDENTS	%
Freedom to move	18	30
Privacy	6	10
Near to home	12	20
All you in one place	24	40
Total	60	100

Source: Field Data (2004)

Fig. 8



5.6 OTHER FACTORS

The research findings further showed that most people visited Manda Hill for food and beverages. This represented thirty-five percent of the total number of respondents.

Table 9

THE TABLE BELOW SHOWS WHAT PEOPLE USUALLY GO TO DO AT MANDA HILL COMPLEX

KIND OF BUSINESS	NUMBER OF RESPONDENTS	%
House ware	6	10
Food and Beverage	21	35
Garments	12	20
Banking	12	20
Restaurants	9	15
Total	60	100

Source: Field Data (2004)

CHAPTER SIX

6. DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

This chapter provides an appraisal of the results which have been presented and already analysed in the previous chapter. It will focus on answering the research questions and also on assessing some of the relationships existing among the variables.

The research has shown that despite most people (eighty-five percent) feeling that their privacy is into interfered with, only ten percent thought privacy and separation from others was the most important reason that influences them to use Manda Hill Complex. Although fifteen percent of the respondents felt that their privacy was interfered with, they continued using Manda Hill complex because of the availability of commodities in one place. Most people though, felt that their privacy is not interfered with, it was noted that they do not necessarily use Manda Hill complex because of that.

However, the research showed that there were more females (seventy-eight) percent than males who felt that their privacy was interfered with. Therefore this meant that female consumers tend to be more sensitive to their privacy when using the Manda Hill complex. Nonetheless the study also showed that most of the respondents (forty-one) percent who felt that their privacy was interfered with

had an income of less than K500,000 and had reached tertiary and secondary levels of education.

Importantly, the research showed that most people agreed that they did not spend time unnecessarily whilst doing business. This was represented by eighty percent of the respondents who found it convenient to do business at Manda Hill complex. This was because all the commodities and services they need are available in one place. In addition it was noted that most people (forty-three) percent finished doing their business within 30 minutes – 1 hour 30 minutes. Furthermore, it was established that most Manda Hill complex users' spatial behaviour is mostly influenced by time constraints when doing business. Forty percent of the respondents agreed that the convenience of all you need in one place is the most important reason that influences them to use Manda Hill complex. This influences both those who stay near-by and further away.

However, the research indicated that most of the complex users stay in residential areas which are less than 5 kilometres from Manda Hill and considered to be near-by. Out of the eleven residential areas, forty-one percent of the respondents stay in Olympia Park and Northmead areas while ten percent of the total respondents stay in Chilenje and Avondale areas. Nonetheless the difference in the frequency of visits was not significant. Consequently only twenty percent of the respondents thought that distance and proximity to Manda Hill complex influences them to use it. However, it was noted that most people,

both who stay near-by and those further away visited the Manda Hill complex once a month. This was represented by forty-three and fifty-six percentages respectively.

The research further showed that most people felt the freedom to move around the Manda Hill complex. Out of the ninety percent (out of 54) who felt free to move around, fifty-seven percent had belonged to a lower level income group. It can be further noted that the higher one's level of education the more they felt free to move around. However only thirty percent of the total respondents agreed that freedom to move around was the most important reason that influences them to use Manda Hill complex. Nevertheless some complex users felt that their freedom was sometimes interfered with due to over crowding and the presence of street kids who beg for alms.

However one weakness of the research has been that most of the variables are cognitive and the researcher depended mainly on the opinions of the respondents. In addition distance and time are closely related to other factors like opening hours, store architecture and parking facilities, to mention only some of the most important ones.

6.1 Conclusion

Although most Manda Hill complex users enjoyed their privacy, they do not necessarily visit the complex because of it. They do not consider privacy and separation from others as the most important reason that influence them to use Manda Hill complex, consequently their spatial behaviour. However, other factors like income and level of education do influence the spatial behaviour of the Manda Hill complex users. Most people who felt that their privacy is interfered with are females and from a lower group of income.

However, critical distance and proximity to Manda Hill complex influences the users in that more people who use it stay near-by areas like Kalundu and Northmead. Those people who stay further away like Chilenje and Avondale use it less often. Nonetheless the spatial behaviour of the complex users is not necessarily a function of critical distance because of its relatively minimal difference in frequency of visits for those who stay near-by and those who stay further away.

It should be noted here that the spatial behaviour is mostly influenced furthermore by the convenience of doing business in one place. This reduces the time one spends doing business as most commodities and services are available in one place. Most respondents agreed that they spend less time doing business and found the complex convenient.

Furthermore, most people use the Manda Hill complex because they feel free to move around and do their business which is mainly food and beverage. Therefore, their spatial behaviour is much influenced by the freedom to move around, though some users felt that their freedom is sometimes disturbed due to over crowding.

Nevertheless it should be noted here that most of the variables in spatial behaviour interaction are extremely difficult to quantify and measure. Many of them are related to such complicated cognitive structures of the mind that even the complex users themselves are unable to analyse them in detail.

6.2 Recommendations

- There is need to constantly remove and check street kids and loiters.
- The providers should improve their services by increasing the number of cashiers to avoid queues.
- The place need to have a covered parking areas to protect the users and their vehicles during rainy reason.
- The variables of distance, time, privacy and freedom to move need to be isolated and studied on their own in relation to – demographic characteristics like income, sex and level of education.
- There is need to establish that time spent to reach Manda Hill complex does not necessarily relate to distance.

TOPIC: THE SPATIAL BEHAVIOUR OF MANDA HILL
COMPLEX USERS

QUESTIONNAIRE

SECTION A

1. RESIDENTIAL AREA _____ DATE: _____
2. QUESTIONNAIRE NO. _____
3. SEX: MALE [] FEMALE []
4. OCCUPATION _____ INCOME: \leq 500,000 []
500,000-1,000,000 []
 \geq 1,000 []
5. EDUCATION ATTAINMENT: PRIMARY []
SECONDARY []
TERTIARY []

SECTION B

6. WHAT SHOPPING DO YOU USUALLY GO TO DO AT MANDA HILL?
Tick as many as possible [] BANKING [] HOUSE WARE
[] FOOD AND BEVERAGE
[] GARMENTS [] RESTAURANTS
[] OTHERS SPECIFY _____
7. HOW OFTEN DO YOU VISIT THE MANDA HILL SHOPPING COMPLEX?
[] EVERY DAY [] 2-4 TIMES A WEEK [] ONCE IN TWO WEEKS
[] 5-6 TIMES A WEEK [] ONCE A WEEK [] ONCE A MONTH
8. FOR WHAT REASONS DO YOU VISIT MANDA HILL COMPLEX?
Tick as many as possible [] SECURE ENVIRONMENT
[] COMFORTABLE SHOPPING
[] OTHERS SPECIFY _____
9. DO YOU THINK YOUR PRIVACY IS INTERFERED WITH AS A MANDA HILL COMPLEX USER?
YES [] NO []

10. IF THE ANSWER TO QUESTION (9) IS YES, HOW IS YOUR PRIVACY INTERFERED WITH? _____

11. DO YOU FEEL FREE WHEN VISITING THE MANDA HILL COMPLEX?

YES

NO

12. IF THE ANSWER TO QUESTION (11) IS NO, HOW IS YOUR FREEDOM AFFECTED? (Please explain) _____

SECTION C

HOW LONG DOES IT TAKE YOU TO FINISH YOUR BUSINESS AT MANDA HILL COMPLEX? Please tick as appropriately.

LESS THAN 30 MINUTES

BETWEEN 30 MINUTES - 1 HOUR 30 MINUTES

BETWEEN 1 HOUR 30 MINUTES - 2 HOURS 30 MINUTES

BETWEEN 2 HOURS 30 MINUTES - 4 HOURS

MORE THAN 4 HOURS

13. IS THE MANDA HILL COMPLEX CONVINIENT IN TERMS OF TIME SPENT FOR YOU TO DO YOUR BUSINESS?

YES

NO

14. IF CONVINIENT, HOW?

15. IF NOT CONVINIENT, WHY? EXPLAIN BRIEFLY. _____

SECTION D

16. HOW LONG DOES IT TAKE YOU TO REACH MANDA HILL COMPLEX FROM THE PLACE OF YOUR STAY?

LESS THAN 30 MINUTES

BETWEEN 30 MINUTES - 1 HOUR

BETWEEN 1 HOUR - 2 HOUR

MORE THAN 2 HOURS

17. DOES THE DISTANCE TO MANDA HILL COMPLEX INFLUENCE YOUR USING IT? (Please Explain Briefly)

18. IN YOUR OWN OPINION, GENERALLY, WHAT INFLUENCES YOUR USE OF THE MANDA HILL COMPLEX (Please tick (1) one only)

FREEDOM TO **MOVE** FREELY EVERYBODY SHOPS THERE

PRIVACY

NEAR TO HOME

ALL YOU NEED IN ONE PLACE

OTHERS, PLEASE EXPLAIN _____

Thank you.

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