



University of Pretoria

The Contribution of Shopping Centre Developments to Happy Cities

Kweku Ampiah Essah (16022263)

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Department of Construction Economics

Supervisors: Dr. M. Burger

Prof. B. Zulch

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Declaration

I, the undersigned, hereby confirm that the attached treatise is my own work and that any sources are adequately acknowledged in the text and listed in the bibliography.

I accept the rules of the University of Pretoria and the consequences of transgressing them.

This treatise is submitted in partial fulfilment of the requirements for the degree of **(MSc) (Real Estate)** at the University of Pretoria. It has not been submitted before for any other degree or examination at any other University.

Signature of acceptance and confirmation

Student name:

- **Kweku Ampiah Essah (16022263)**

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PART A

Chapter 1: Research Proposal

1.1 Title

The Contribution of Shopping Centre Developments to Happy Cities

1.2 Introduction

Worldwide, many nations prioritise on their Gross Domestic Product growth over all other objectives in their economy. Engrossed in the economic growth and performance, leaders fail to focus on other equally important issues, such as the well-being, healthcare and life expectancies of individuals. Commitment to environmental sustainability to accomplishing these outcomes is hence very relevant. The common idea is transforming the way we create the built environment so that it contributes to the well-being, nourishment and regeneration of the world and all its communities (Du Plessis & Hes, 2014). Although income has a huge impact on the happiness of individuals, other influences, such as individual, geographical and social drivers are equally important to happiness; and these issues should be focused on (Brereton, Clinch & Ferreira, 2008).

It is unclear whether countries with the highest incomes always have the happiest people, or whether people who are relatively high earners in poorer countries might also have high levels of happiness (Deaton, 2008). It seems that leaders worldwide focus on citizens having the ability to live happy, healthy, good lives taking into consideration the environmental cost of how the economy is run.

Happy cities are generally characterized by certain elements: the income and wages received by individuals, the employment levels, housing costs and affordability, commuting time, access to open natural spaces, the population density and even the types of properties established in cities (Florida, Mellander & Rentfrow, 2013).

Shopping centres in South Africa are a very lucrative property category in present times for the economy; considering the revenue these shopping centres generate each year. In both urban and non-metropolitan areas, there are many shopping centres that have been established that continue to attract the attention of consumers. Shopping centres are a big part of city life; and it is therefore imperative that consideration is given on how the development of shopping centres impacts happy cities, specifically taking into consideration how individuals' emotions are affected by the different areas within and around the shopping centres (Burger, 2014).

The aim of this study is to investigate firstly those elements that contribute to happy cities; and to ascertain whether these elements are reflected in their shopping centres. Also, how shopping centre spaces affect the happiness or emotions of individuals that visit them; taking into consideration the various areas in and around the shopping centres that cause them to feel certain emotions.

The importance of this research is ultimately to assist in future how these spaces in the shopping centres may be adjusted to make visitors feel happier in those targeted spaces; and also, to add to the knowledge base in the study of happy cities in totality.

1.3 Background/ Literature Review

Shopping centre development in South Africa has become a dominant phenomenon because of the ever-growing needs of individuals in the country to regularly visit these shopping centres for various reasons. This has become a social norm in the modern-day society – even in the townships, hence establishing the relevance of the retail industry and the numerous benefits attached thereto. This comes with retail owners having to constantly refurbish their already existing assets to stay relevant to the target market and also with the other competing retail properties.

Burger (2014) explains various reasons why individuals are drawn to shopping centres; some include simply to shop – whether this be convenience shopping, or bulk shopping – the focus is on getting groceries, clothing and the required needs of shoppers. This may be utilitarian shopping (shopping out of necessity), or hedonic

shopping (out of personal pleasure). Also, it could be simply for socialization and leisure activities most often targeted at younger individuals.

Places in malls, like the food courts, gaming centres, cinemas ultimately give consumers a great experience, which usually leads to repeated visits (Clulow & Reimers, 2009). In addition, shopping centres are also seen as a safe haven for some individuals; giving them a sense of comfort and not being exposed to criminals and violence outside these shopping centre developments in shady areas in the communities. Simply put, individuals may visit shopping centres, spending the majority of their time there – due to the dangerous nature of their area (Singh and Sahay, 2012).

In all the above reasons stated, the shopping centre experience gives consumers a certain satisfaction and happiness when carrying out the various stated purposes for the visits contributing to the category of the 'happy South African'. This proves that determining the happiness of individuals in communities should not only be centred on their income levels; since the possession of wealth, although a powerful tool, does not necessarily mean that one is happy. While income levels matter for happiness, this may also be measured or determined also by exploring various spatial factors (Brereton et al., 2008).

1.3.1 Happy Cities

Most of the efforts to date involve the use of objective approaches to researching the quality of life and well-being, whereby factors pertaining to the social and physical environment, that are relatively easy to quantify and which are assumed to determine human well-being (e.g. income, consumption, residential land, wages and rents, local amenities, natural environment, environmental pollution) are observed, measured and modelled. These factors are typically rated, and regions and cities are ranked on this basis (Ballas, 2013). Although this is an effective way of measuring and determining the well-being and quality of life of individuals in society, the subjective approach, which deals with social surveys, is being used more in recent times.

Ballas (2013, p. S39) specifically stated: “Nevertheless, over the past decade there has been a massively increased interest in subjective measures of quality of life and well-being, which are based on social survey data, whereby people are asked to rate their health, well-being, life satisfaction and overall happiness”. Given that most people live in urban areas or cities due to the many opportunities available there and the search for greener pastures, it is not surprising to observe that a growing number of studies concerning the measurement of the well-being and the quality of life are found in these areas. Also, human capital plays a role in the well-being and happiness of individuals; contributing to happy cities. Human capital describes the skills and experiences individuals possess that may be valuable to their environment.

A meta-analysis by Witter, Okun, Stock & Haring (1984) found that education is a small, but positive, contributor to subjective well-being in adults, accounting for 1–3% of the variance. Education affects happiness indirectly by giving educated people the ability to raise and manage wealth properly. Diener, Lucas, Suh & Smith (1999), however, raised the point that this state of happiness may be overcome with distress; because educated people would usually raise their goals and aspirations to a very challenging level, in their attempts to achieve that which ultimately afflicts them.

Florida, Mellander & Rentfrow (2013) revealed a number of other factors that are likely to affect the well-being and happiness at an individual or national level. In summary, these include:

- Income inequality – people dwelling in unequal communities are more likely to report lower levels of happiness than those in better communities; and also workers are sensitive to their wage levels: the higher their wages, the happier they get.
- Unemployment – there is the observation of a negative relationship between unemployment and happiness; since unemployed individuals in communities are likely to report lower levels of happiness, compared to those employed.
- Commuting – Commuting time was found to have a negative influence on the happiness and well-being of people; long commutes to work result in distress; while short commutes lead to the happiness of workers.
- Housing – There is happiness in economies where houses are readily available, less expensive and more affordable to individuals. Housing costs are

significantly related to the happiness of people: the more difficult it is to acquire or purchase houses, the more distressing it is.

- Density – It is seen also that the less dense communities are, the higher the quality of life and the well-being of the individuals; life satisfaction is higher in countries with smaller and less dense populations. A perfect example is Iceland; which is lowly populated with a great, stable economy.
- Age – There was found to be a relationship between well-being and age; with well-being relatively high among younger adults; while well-being is lower among older and middle-aged adults. This is due to the fact that younger adults most often experience fewer health problems, as compared to older adults.
- Climate – Finally, it seems that happiness is related to climate and weather. However, this is all relative; since people may be happier in warmer places than places with cold temperatures; and happiness may be associated positively with average temperatures in the coldest months.

1.3.2 Emotions

Emotions are sparked in individuals for countless reasons; one being internally, that is making a personal decision to feel whatever way. There are also external factors that trigger the feelings of individuals; these could range from the environment, or the atmosphere in which people find themselves, or on hearing undesirable information. Emotions play a big role in people's lives; emotions affect our outward actions, the decisions we take, and our productiveness. Emotions are a rapidly triggered response to a specific event that is often easily identifiable. Their duration is limited; they are involuntary and intense; and [they] relate to weak cognitive precedents and changes in behavioural-expressive and psychological components (Derbaix & Filser, 2011).

The ways in which we feel affect the deepest parts of our lives; which usually show outwardly, having the potential of affecting other individuals' lives. In determining how emotions affect group functioning, Barsade & Gibson (1998) explained that emotions assist groups in negotiating members' respective roles and responsibilities, aid in the resolution of problems associated with deviance and defection; and they facilitate in the effective, collective harmonious efforts in achieving the shared goals of the group.

Emotions involve feelings or affective states that include joy, happiness, sorrow, fear, hatred, and love, amongst others. Whether joyful or heartbreaking, emotions have the power to transform the shape of our life-worlds, expanding or contracting, creating new fissures or fixtures we never expected to find (Davidson & Bondi, 2004).

Researchers, however, have identified emotions more specifically as one of the categories of affective states, distinct from feelings, moods or temperament (Derbaix & Pham, 1991). Derbaix & Grégory (2004) explained this as a crossover between psychological, neurological, expressive, social and other processes. The difficulty in measuring emotions is immense; dealing with aspects, such as the intensity of emotions, the direction, and even the awareness individuals have concerning their emotions.

In addition, group life or social interactions are also relevant drivers or elicitors of emotions; as stated by van Kleef & Fischer (2016, p. 1), “many emotions occur in group settings, or in the context of group events, for instance, during work meetings, rituals, memorials, festivities or sports events. Given that group processes are potent triggers of emotions, understanding such emotional processes is critical to understanding group life”.

Finally, emotions whether negative or positive, are triggered as a result of the environments or the places in which we may find ourselves.

1.3.2.1 Spatial Influence on Emotions

Although emotions are influenced by various factors, focusing on how spaces affect emotions is most relevant; as it builds up to the objective of this study. This deals with the relationship between the emotions of individuals and the environments or surroundings in which they find themselves. Different spaces spark different emotions in individuals. Emotions are, without doubt, an intractable, although intangible aspect of our everyday lives. They are embodied and mindful phenomena that partially shape, and are shaped by our interactions with the people, places and politics that make up our unique, personal geographies.

Clearly, our emotions matter (Davidson & Bondi, 2004). Whether being in social events with peers or being found in shady areas, such as empty car parks, these spaces have a way of affecting how we feel in those particular moments in time. We live in worlds of pain or of pleasure; emotional environs that we sense may expand or contract in response to our experience of events; although there is rarely a clear or consistent sense of simple 'cause' and 'affect'.

While we attribute emotional agency or capacity to a surprising range of external sources, for example, that low clouds make us gloomy; while blue skies raise our spirits; our heart-felt articulations of emotion, themselves, acknowledge their interactional quality (Davidson & Milligan, 2004). Furthermore, as pointed out by Davidson & Milligan (2004, p. 524), "Emotions, then, might be seen as a form of connective tissue that links experiential geographies of the human psyche and the physical broader social geographies of place".

Emotional geographies of 'total' institutions, such as asylums reveal more about the ways in which emotions are dynamically related to a place (Philo and Parr, 2000). It is expedient that the knowledge of the relationship between emotions and places or environments is obtained; this would enable individuals to be aware of these feelings, so as to know how to manage them.

1.3.3 The Impact of Shopping Centre Spaces

South Africa is exposed to a great number of retail centres in every province. In 2015, it ranked fifth internationally, as the country with the highest number of shopping centres, boasting of almost 2000 shopping centres in all (Burger, 2017). This is generally due to the retail evolution sparked by the culture and way of living in the country. It would be unorthodox to find very few consumers in shopping centres during weekends; as the mall is visited for various reasons. It is clear that shopping centres play a huge role in city lives and individual lives, seldom impacting negatively. Negative impacts shopping centres have on society may include shoppers' inclination to over-spend as a result compulsive shopping. This compulsive buying behaviour whereby shoppers feel a constant urge to shop and purchase unnecessary items may cause problems such as bankruptcy or even divorce (Burger, 2014). Furthermore,

whilst shopping centres tend to attract shoppers with positive motives, some of these shoppers drawn visit purposely for unlawful activities such as shoplifting and armed robbery (Mitchelle & Kirkup, 2003). Such criminal acts may result in shoppers hesitant to visit shopping centres as they may fear being victims of theft or armed robbery.

In recent years, the retail economy of Singapore has come to rely increasingly on enclosed shopping centres. The demand for new retail space has been high, partly because of the growing population, and partly because of the demand from consumers for better, air-conditioned shopping environments; as their incomes have increased; and as they have gained experience of retailing in other parts of the world.

Critics, however, have suggested that too many of the centres serve the same functions or contain the same retail brands; and thus, they tend to look alike (Davies, 2012).

In the case study presented by Benali-Nouani & Berezowska-Azzag (2014), it is stated that Algiers, the capital city of Algeria, concentrates the majority of shopping centres, supermarkets and departmental stores in Algeria; and it has experienced an urban and commercial restructuring; especially as urban facilities move from the centre of the city to the outskirts. They further state in the case study of Bab Ezzouar regional shopping centre, Algiers: the polarization gave way to the attachment of new shopping centres to the existing tertiary centres (airport, business district, fair venue) and to new areas with major projects springing up (Bay of Algiers, Dounia urban park and new tourist areas).

In other words, Algiers underwent a major urban restructuring in which shopping centres played an essential role. Benali-Nouani & Berezowska-Azzag (2014) then evaluated the impact of shopping centres both positive and negative, which encompass:

- Economic impacts based on the competition of other shopping centres, which subsequently contribute to the total sales revenue, which aids in the economic growth of the country. Also, it helps with employment opportunities; helping individuals to acquire stable incomes and contributing to an improved quality of life. The taxing on the sales of goods when consumers shop also contributes to the economic growth.

- Social impacts taking into consideration consumers' spatial behaviour; evaluating the reactions of individuals in relation to their immediate surroundings, in this case the shopping centre space. Also looking at the security of the customers and residents around; giving them a sense of comfort, and avoiding being victims of theft and other criminal activities in and around the shopping centre.
- Environmental/natural impacts from shopping centres include the consumption of energy, water, use of green spaces (grass, trees, vegetation), noise and urban nuisance arising from the shopping centre and technological risks.
- Built environmental factors, taking into account the mobility and accessibility of customers/consumers or vehicles; how freely individuals may move around the shopping centre, when considering the space, the parking lots; the size of the parking lot; taking into consideration whether traffic is caused on the roads leading to the shopping centre and finally the energisation of the urbanization process; thereby contributing to improved infrastructural facilities in the city.

With the various macro-shopping centre development impacts stated above, it is fundamental to deduce and focus also on the impact shopping centre spaces have on individual lives; both the young and the aged (Howard, 1993). This may be done from the perspective of observing the various areas in and around the shopping centre spaces and measuring how these spaces affect the emotions of visitors – hence leading to the objective of this research study.

1.4 Research Problem Statement and Research Objectives

1.4.1 Problem Statement

There are countless research and case studies on how shopping centre spaces impact society as a whole; focusing on external factors, such as the economic, social, environmental and built environment (Benali-Nouani & Berezowska-Azzag, 2014). However, very little has been done on a personal, psychological level, focusing on how shopping centre spaces affect the emotions or happiness of the individuals who visit these centres.

Pfeiffer & Cloutier (2016) discuss how there is an increasing interest in planning for healthy communities, with little perceived on the ways whereby planners can improve the mental health and the well-being of individuals in neighborhoods. Planners of happy cities usually concentrate on factors, such as access to open, natural and green spaces, parks, botanical gardens, transportation infrastructure, housing diversity and conditions, such as drivers of aggregate happiness in cities; leaving out the valuable contributions that retail development spaces add to happy cities. This, therefore, proposes the need to evaluate how shopping centre spaces affect the happiness/emotions of individuals.

It is important to investigate this; as shopping centres are a big part of city lives.

1.4.2 Research Objectives, Questions and Sub-Questions

The aim of this research is to assess and understand the contribution that shopping centre developments bring to African happy cities by connecting happiness/emotions with shopping centre spaces; selecting a regional mall in South Africa, based on the homogeneity and the huge impact that such malls have. This is therefore to evaluate or measure people's emotions in the mall; determining the areas that affect their emotions; and just how these areas or spaces make them feel.

This research aims to address the following questions:

Main Question

How do regional shopping centre spaces affect happiness/emotions?

Question one

What elements create happiness in cities in general?

Question two

Are these elements that create happiness in cities reflected in the mall?

Question three

Which areas in the regional mall affect people's happiness/emotions; and what dominant emotions are experienced in these spaces?

1.4.3 Importance of the Research Problem

In determining generally how the different areas in the shopping centre affect the happiness/emotions of visitors, positive suggestions can be made in future, to exploit these areas and to enhance the shopping centre image. This may be done by creating positive emotions in shoppers, thereby increasing the number of visits and possibly the duration of such visits to the centre. There could also be increased foot count; as the shopping centre draws individuals because of the positive experience the centre would create for shoppers; generating sales revenue and contributing to the nation's economy.

The research study will also contribute to the knowledge base of happy cities in totality; this is because happy cities are focusing on other areas, such as access to open, natural and green spaces, parks, botanical gardens, transportation routes, or infrastructure, without considering the role that shopping centre developments may play in contributing to happy cities.

1.4.4 Assumptions

The research study will focus on shopping centre spaces within the jurisdiction of Witbank in Mpumalanga. The survey will be structured in such a way that, tablets or mobile devices will be used in obtaining the findings by the respondents; hence, the research survey should be as effective and accurate as possible.

Assumptions include:

- The use of the terms "happiness" and "emotions" will be used interchangeably in the research study.
- Respondents co-operate and respond precisely.
- Respondents have sufficient time to complete the survey.

1.4.5 Limitations of the Study

The following limitations were expected in the research study:

- The situation and nature in/of Highveld Mall's difficulty to extend to other malls, such as the Grove and Menlyn Park, due to the differences in location and culture.
- The survey was limited to regular shoppers, who had a fair idea of the features and areas of the mall. Shoppers were therefore initially asked how frequently they visited the mall before conducting the surveys.
- Limited statistical methods could be adopted in quantitatively analysing the electronic questionnaire results; as the data captured in the survey were generalised or summarized, and not captured for each individual shopper.
- Non-response error due to shoppers refusing to participate in the research study.
- The challenge of conveying the purpose of the research study to respondents' understanding, so as to ensure valid responses.
- Demographic information was not taken into consideration when surveys were conducted because it was assumed that would not play a role in the research study.

1.4.6 Delimitations of the Study

Delimitations in the research study included the following:

- Highveld Mall was chosen due to its representativeness of all shopping centres in the population area (eMalahleni); also, because Highveld Mall is regarded as the biggest mall in Mpumalanga.
- Shoppers that regularly visited the mall were targeted, regardless of age, gender and other demographic factors; as the focus of the research study was on the mall spaces impacting the happiness of shoppers.
- Research surveys were conducted on a weekend, in the daytime; when foot count was high in order to gather data effectively.

1.5 Proposed Research Approach, Strategy, Schedule

There will be a mixture of both quantitative and qualitative research methods employed in this research study. The quantitative method involves the processes of data collection, data analysis, data interpretation and writing down the results of the study being conducted. It can be performed in the form of an experimental design or a non-experimental design. The qualitative method also includes the data collection, data analysis and interpretation. The method may be conducted in the form of purposeful sampling, the collection of open-ended data, the analysis of text or pictures, as well as the representation of information in figures and tables.

The research study will centralize on using a statistical web interface, designed by two Computer Engineering students in the University of Pretoria on tablets or mobile devices; where the chosen shoppers will evaluate their emotions, while moving through the spaces in and around the shopping centre. This would include areas such as the lawns, parking areas, toilet, Food court, Entertainment area, Restaurant boulevard, Woolworths court, Edgars court, Pick 'n Pay court, Dis-Chem court and Game court. Around 70 respondents will be targeted in the mall. Global Positioning System (GPS) points would be used in locating the specific points in the various areas in the mall, determining how these people feel in the given areas or spaces. Interviews would also be conducted to ascertain the impact of these mall spaces on shoppers. Areas negatively affecting emotions can then be assessed, determining why these spaces adversely affect emotions and possibly mitigating the problem by adjusting the areas. Furthermore, it will also entail the obtaining of pictures of these spaces; and in the pictures discussing how the spaces affect shoppers' emotions/happiness.

1.6 Framework and content of chapters

1.6.1 Chapter 2 – Literature Study: Happy Cities

The aim of this chapter was to give a general review of the background of happy cities, enabling readers to be acquainted with the concept. Individuals can be shaped by the surroundings in which they find themselves; and therefore, these surroundings may

be places in which individuals find delight; and which help them to thrive, thereby impacting their well-being positively.

From the previous researches conducted, valuable information was obtained on the manner in which architectural designs influence happiness, the sustainability of happy cities, the impact of urban sprawl on individuals' well-being, differentiating between wealthy cities and happy cities; and the various role-players in happy city establishments. The chapter further investigated the various elements contributing to happy cities, together with the happiest cities around the world identified and discussed. Lastly, the chapter discussed the importance of happy cities on the growth of economies. At the end of this chapter, the concept of happy cities was thoroughly scrutinized, widely focusing on the various elements contributing to happy cities. These happy city elements discussed, assisted in determining whether Highveld Mall incorporated such happy city elements, and how they impacted the well-being of shoppers.

1.6.2 Chapter 3 – Literature Study: Emotions

This chapter aimed at providing a background overview on the theory of emotions and their affect, revealing the different notions regarding emotions from previous researches conducted. The stirring up of emotions may cause strong reactions, either negative or positive; hence, it is important to understand the drivers of emotional states within individuals. This is observed, for instance, by how advertisers, having in-depth knowledge on the concept of emotions, know how to positively stir up the emotions of customers, in such a way that their products are purchased.

This chapter investigated the concepts, drivers and the importance of emotions, how they may be measured; and also discussing how different spaces have the ability to influence the emotions of the occupants. This chapter then explored emotions in the retail environment, revealing how certain features in retail settings influence customers' emotions; and how they ultimately enable a higher possibility of purchasing products and services. The information gathered in this chapter helped to further understand how Highveld Mall's spaces would impact the emotions of shoppers, and

what various forms of emotions could be experienced by shoppers in the mall's environment.

1.6.3 Chapter 4 – Literature Study: Shopping Centre Developments

The aim of this chapter was to discuss shopping centre developments in detail and explain their contribution to individuals' lives, communities, cities and even to the economic growth of countries. Shoppers that tend to have positive experiences in shopping malls would probably return to the same shopping centres; thus, shopping centres are generally established with the aim of first drawing shoppers, then creating and growing loyalty with these – shoppers for a resulting high turnover.

Through information obtained from previous literature conducted, shopping centre development is widely discussed, including the various types of shopping mall development that exist, the impact they have on their surroundings, and how surrounding factors impact shopping centres' sustainability. This chapter also assessed the attributes that constitute the physical space and layout of malls, with these attractive elements forming a positive image for the mall, and in turn increasing foot count. The chapter further investigated shopping-mall developments internationally, together with mall development in South Africa and its progress in the rest of Africa. Shoppers' activities in shopping centres were then examined, also revealing the way these activities impact their happiness. Knowledge gathered from past researches conducted could then assist in analysing the various spaces in Highveld Mall, together with the mall's attributes and the impact they would have on shoppers' happiness.

1.6.4 Chapter 5 – Literature Study: Factors Creating Happiness in Cities

Literature-wise, 25 happy city elements were compiled and discussed individually in this chapter out of the various 39 elements listed previously in Table 2.1 of Chapter 2. 25 final elements were listed out of 39 elements; since 14 elements were dropped, as they strongly correlated with some of the 39 elements, leading to a table that was

created in this chapter outlining all the happy city elements discovered, based on the literature studies of the authoritative authors in the field.

This chapter was therefore dedicated to analysing the elements that impact the well-being of individuals in cities; as this was relevant to the research study in answering one of the sub-questions. The observed happy city elements could then be further analysed, determining the elements that could be applied in the shopping centre environment – specifically Highveld Mall; thus answering sub-question two of the research study.

1.6.5 Chapter 6 – Research Design and Methodology

This chapter aimed to clarify how the research design and methodology were carried out in the study. This chapter further discussed the conceptual model of the research, the incorporation of both quantitative and qualitative methods in the research study in gathering and analysing the data, and also discussed the validity and reliability of the data.

The qualitative study involved a semi-structured interview conducted with the mall respondents, with structured questions that permitted them to express their views liberally about the shopping mall's impact on their lives. The semi-structured interview comprising seven questions for twenty (20) respondents in the Highveld Mall is discussed in this chapter. The qualitative section in this chapter then categorized similar feedbacks from the respondents into main themes, discussing them individually.

The quantitative research utilized an electronic questionnaire as a method of primarily gathering numerical data from fifty (50) shoppers. This electronic questionnaire is a statistical web interface that was designed by two Computer Engineering students in the University of Pretoria. The statistical web interface displayed the locations of the various areas in Highveld Mall with GPS points placed on the mall map; also, different emotions were indicated, using emojis for shoppers conversant with the mall to choose from. The feedback from shoppers in the study was then quantified, analysed and also interpreted by using graphs and tables. The inclusion of both methods aided in further

addressing the research problem and the questions stated in section 1.4, subsequently paving the way for recommendations.

1.6.6 Chapter 7 – Findings and Discussion

This chapter focused on providing the results from the qualitative and quantitative research surveys conducted and elaborating on the findings from the respondents. Analysed in this chapter were the results found – firstly through observations, but also from the interviews and questionnaires administered to various shoppers. The sequence in which the results were discussed relates solely to what is relevant in this research study: the research questions. This chapter further investigated the results, by splitting the findings and the discussion chapter into three main sections:

1.6.6.1 Happy City Elements Reflected in Shopping Malls

From the various elements capable of impacting the happiness of individuals in the cities being discussed, according to the opinions of various authoritative authors in the literature review, a Table was created in Chapter 5, outlining the final elements observed that affected the happiness of individuals in cities. The final listed happy city elements were further analysed; and through the observation of Highveld Mall, these happy city elements were then evaluated to ascertain, which elements were visually applicable in the mall. Recommendations could then be made from those elements not reflected in the mall that could be applicable to further impact the happiness of shoppers.

1.6.6.2 Interviews with Mall Shoppers

This section grouped the main themes, and thoroughly discussed them, according to the interview questions conducted. The results were further evaluated by using graphs. The main themes analysed included shoppers' emotions influencing mall visits, the influence of mall attributes on shoppers' emotions, and additional mall factors recommended by the shoppers. The information analysed in this section could then be utilized in addressing how regional shopping centre spaces affect the happiness/emotions of the shoppers

1.6.6.3 Testing of App on Mall Shoppers

This section focused on analysing the data from the survey conducted by using the statistical web interface where the shoppers had to put their responses into the database. The aim of the survey was to measure the shoppers' emotions in the mall; determining the areas that affected their emotions, and how these areas or spaces made them feel. Feedback from the shoppers was carefully evaluated, as each listed area of the mall was further scrutinized – using pictures and graphs for additional analysis (using Figure 7.9).

The evaluation of these various areas with regard to the different emotional responses given by shoppers, together with the analysis of the different emotions experienced by shoppers in relation to the different listed mall areas, could then enable the problem areas to be realised. Moreover, the happiest spaces in the mall were visually illustrated by using the mall map; as this research study focuses on happiness in malls. Recommendations could then also be provided for improving these problem areas to suit shoppers and impact their well-being positively.

1.6.7 Chapter 8 – Summary of Findings and Recommendations

The aim of this chapter was to summarize and conclude the research study, giving recommendations to where gaps were found, in order to further impact shoppers in Highveld Mall in a positive manner. This chapter directly addressed the research questions: that is those elements impacting happiness in cities, whether these city elements are applicable in the Highveld Mall, the influence of the mall's areas on shoppers' emotions, and finally how the mall's spaces generally impact happiness.

Recommendations were then suggested that could aid in Highveld Mall concepts further impacting shoppers' positively; making the mall even more reputable, thus increasing foot count and the mall's turnover.

1.7 Conclusion

Certain elements affect the happiness of people in cities. In order for a city to experience economic growth it does not necessarily mean that individuals in the city are extremely happy. Elements, such as access to open, natural and green spaces, parks, botanical gardens, transportation infrastructure all affect the happiness of these individuals.

The research study in a nut-shell seeks to ascertain the contribution of shopping centre developments to happy cities – taking a regional mall (Highveld Mall) – by connecting emotions/happiness with the spaces in the mall. In conjunction with two Computer Engineering students in the University of Pretoria, a statistical web interface on tablets or mobile devices will be designed and used to evaluate or assess the emotions/happiness of the individuals in certain areas in and around the mall; with GPS points locating the spaces in the shopping centre, the individuals are to assess their emotions by using this web interface.

Risk may include the refusal rate being high, due to the fact that people may not have time for the survey. It is therefore imperative to keep the survey as short and effective as possible.

1.8 Personal Information

| | | |
|-------------------------|---|-----------------------------------------------------------------|
| Name | - | Kweku Ampiah Essah |
| Passport number | - | G1243462 |
| Postal address | - | 81 Nottingham Road, Kensington, 2094 |
| Email address | - | kaessah@gmail.com |
| Cell number | - | 0824028706 / +233 249 131 532 |
| Academic degrees | - | BSc Real Estate & BSc (Hons.) Real Estate |

PART B

Chapter 2: Happy Cities

2.1 Introduction

This research focuses on the contribution of shopping centres to happy cities; therefore, it is indispensable to understand the background of happy cities, exploring this from various angles, such as how architectural designs influence happiness, incorporating sustainability to happy cities, the contrast between wealthy cities and happy cities, how urban sprawl affects the concept of happy cities. and finally the role-players in happy cities: these issues are all elaborated on in this chapter. Also discussed, is the analysis of the happiest cities in the world from various opinions, the factors that contribute to happy cities, and finally the relevance of happy cities to the growth of economies. All of these are extensively discussed in this chapter of the literature review.

2.2 Background of Happy Cities

Freud (1953) noted how the question regarding the purpose of human life came up numerous times without a concrete answer being given. However, he expresses his opinion that with regard to the behaviour shown in terms of the direction and intentions and what is planned to be achieved, human beings ultimately strive after happiness and wish to remain so. The fact is that a person is so far formed by his surroundings that his state of harmony depends entirely on his harmony with his surroundings. It is ultimately evident that civic and personal well-being are closely linked; the geographical locations and conditions in which human beings find themselves may affect the state of their emotions or happiness (Alexander, 1979).

Lynch (1960) opined that everything is always experienced in relation to its surroundings; nothing is experienced by itself. In summary, these surroundings should be places in which we find delight, that improve us, help us grow; and ultimately, they should be a place that is memorable to us.

Montgomery (2013) expresses the view that cities are not just places for pleasure; but they are stages on which we bring out our very best by striving to achieve our goals. He further expresses the opinion that these surroundings have the capacity to either intensify or ruin our ability to cope with the challenges that we face every day; they give us the liberty to thrive, or to become a mere representation of who we truly are.

Furthermore, in his experience with Enrique Peñalosa, he acquired a critical understanding of how Peñalosa – the mayor of Bogotá, Colombia – transformed one of the most dangerous cities in the world into a happier, more friendly environment. Peñalosa accomplished this by investing in many miles of bike paths, a broad chain of parks and pedestrian plazas and establishing new schools, libraries and day-care centres; as he believed in the ideology of less private cars on the road.

In conclusion, he states that a good city should not only be measured by its distractions, such as its shopping centres, sidewalks, amenities or beautiful sceneries, such as open spaces and parks, but also by how it influences everyday survival, work and meaning.

Jeffrey, Wheatley & Abdallah (2016) view the happy planet index as the measuring of the sustainable well-being of nations; and how well they are doing in achieving: long, happy sustainable lives. Four elements are then combined to reveal how efficiently nations use environmental resources. These elements include:

- Well-being: This describes the manner in which the residents in the country are satisfied with life in general.
- Life Expectancy: This explains the average number of years individuals are expected to live in each country.
- Inequality of Outcomes: This deals with the imbalance between individuals within a country, based on their life expectancy and well-being.
- Ecological Footprint: Generally, the pressure each country places on environmental resources.

Surprisingly, the countries in the top 10 of the happy planet index 2016 score list after the assessment were not the usual wealthy western countries, as expected, such as the United States of America. Most of these countries are drawn from South America;

revealing that individuals in these countries have the ability to live good lives within environmentally sustainable limits.

With respect to the notion of happy cities, the background of happy cities will be explained that should boost the understanding of people's happiness and well-being in the surroundings in which they find themselves. The background to be elaborated include: the architecture of happiness, incorporating sustainability in happy cities, the contrast between wealthy and happy cities, the misconception of urban sprawl; and finally, the role-players in happy cities.

2.2.1 The Architecture of Happiness

This is a very fundamental contribution to our well-being: how buildings are designed and open spaces are utilized. Combining these elements effectively often results in surroundings that are welcoming and which improve the lives of others. It is therefore relevant to grasp the role of architecture in achieving happiness.

In essence, what works of design and architecture talk to us about, is the kind of life that would most appropriately unfold within and around them. They tell us of certain moods that they seek to encourage and sustain in their inhabitants. While keeping us warm and helping us in mechanical ways, they simultaneously hold out an invitation for us to be specific sorts of people. They speak of visions of happiness (De Botton, 2006).

Sennett (1990) explained how centuries earlier, the Roman Empire's happiness was embodied in the form of two main architectures: the wall surrounding their city and their cathedral, which promised happiness. The walls that were established gave them a sense of security and comfort against outside threats. On the other hand, since the Christian churches personified the faith story in shape and form, the architecture inside the cathedrals was different: the church made use of very high walls and arched ceilings, which symbolized the ascension of Jesus Christ.

Thus, that gave a clear message of there being happiness after life, but not on earth to those who believed.

According to the account of Coke and Borg (2011), centuries later as architecture and design gained more enlightenment, Vauxhall Gardens, which was previously walled, was transformed into an open space, a pleasure garden; which was one of the highly regarded places for public entertainment and socializing. It was a pay-per-visit spectacle which welcomed people of all statuses. This then unveils how happiness embodied in architecture evolved from conserved cities, establishing high walls as a form of protection to the contrasting access to open, natural, green environments and public life that was suitable for social interactions.

Du Plessis (2013) combines sustainability with architectural designs of buildings; and how the well-being of individuals is impacted through these designs. She adds that the resilience and sustainability of cities may be achieved, when strategies are adopted, in order to allow for the rebuilding and redesigning of buildings, which in turn, enabled the residents to live effectively.

In summary, this style of public entertainment is evident today for kids; with Disneyland being branded as the happiest place on earth, welcoming children to its beautiful, endless spectacle of entertainment. The architecture and designs of buildings in cities may aid in impacting the emotions of individuals positively; hence, the concept of the sustainability of buildings in cities should be the utmost priority, so as to improve the level of happiness in individuals.

2.2.2 Incorporating Sustainability in Happy Cities

Sustainability deals with the ability to avoid depleting natural resources and not being harmful to the environment, thereby supporting long-term ecological balance. Sustainable development can be described as development that meets the needs of the present without compromising the ability of the future generation to meet their own needs (The World Commission on Environment and Development, 1987). Sustainable cities therefore are cities that are designed, bearing in mind the impact on the environment; where residents co-operate by minimizing or efficiently using energy, water and food, as well as waste materials. It is imperative to add that although sustainable cities are not the same as happy cities, sustainable cities add that important factor that enduringly contributes to people's happiness; as this approach

has many advantages (to be discussed below); hence, this should be highly prioritized in city formation. Cooper, Davey & Press (2002) show that designers have the ability to attend to issues regarding the quality of life, and providing advantages for their clients; while reducing costs emerging from environmental and social matters, thereby creating better surroundings.

Sustainability requires that three main quality-of-life objectives are met (Department of the Environment, Transport and the Regions, 2000):

- Social progress that addresses the needs of everyone.
- The effective protection of the environment and the prudent use of natural resources.
- The maintenance of stable levels of high economic growth and development.

In addition, similarly, Holden, Linnerud & Banister (2014) note the four sustainable primary dimensions of development. These include:

- Safeguarding long-term ecological sustainability (which includes the protection of plant and animal species, the atmosphere, the soil and the living beings).
- Satisfying basic human needs (which includes employment, food, energy, housing, water supply, sanitation and healthcare).
- Third and fourth dimensions include promoting intergenerational and intragenerational equity, respectively. This has to do with focusing on social equity between generations and social equity within each generation.

We then observe a similar pattern with the two objectives to sustainability: These are: seeing to the needs of all; it is essential that individuals understand and are comfortable and happy with the ideology of sustainability. Du Plessis (2007) also stresses the importance of combining the Brown Agenda and the Green Agenda, with the construction sector being fundamental in both approaches. She opines that the Brown Agenda deals with the developments catering to the well-being of low-income groups; as this approach attempts to alleviate the problems of poverty and underdevelopment in cities within the shortest possible timeframe; the Green agenda

pays attention to the preservation of ecosystems, making these developments in cities sustainable for future generations. Du Plessis (2007) however reveals that the construction sector, involving many role-players, is the vehicle for improving the quality of life for individuals, by creating and managing a healthily built environment with the efficient utilization of resources (non-renewable).

Furthermore, in the opinion of DETR (2000), decision-making on sustainability postulates the costs and benefits to be considered over short and long periods; encompassing also those difficult to be valued in monetary terms. It also requires the avoidance of cost variations and the transactions implemented, when pursuing a single objective. In order for sustainability to be achievable in cities, it requires essential unity and co-operation between design professionals, policy-makers, and all residents alike.

Cooper, Evans & Boyko (2009, p. viii) express this notion better by stating: “Ultimately, the users of urban environments and their lifestyles create or erode sustainability, as well as such lifestyles. Therefore, for sustainability interventions to succeed, a human-centred approach should be adopted”.

Achieving sustainability in cities and establishing green buildings would significantly impact residents' happiness; as this would be cost-effective to them as natural resources are used efficiently and help with the exposure and utilization of the natural environment. As such, Cloete (2016) analyses the impact of the implementation of a sustainability model. Some of these outcomes would probably involve:

- Lower operating costs: First and foremost, building-performance standards in the cities are efficiently utilized. Residents spend less on energy costs. Alternative energy and water recycling systems result in cost effectiveness.
- Increasing Demand: Individuals are attracted to the concept of green buildings; since this makes them happy. Indoor environmental quality is an element to green buildings that draws people; as this gives a welcoming feeling. There is subsequently an increase in demand for these types of buildings.
- Improved Working Environment: This relates more to the working class; as quality environments enhance the performance of employees and reduces absenteeism; promotes co-operation, as well as between employees.

- Reducing Carbon Output: As efficient energy systems to buildings are incorporated, this impacts the environment positively with less carbon emission.
- Positive Impact on Human Health: Increasing indoor and outdoor air quality; that is daylight, views and fresh air improve the quality of lives of individuals and make them happier.
- Less Reliance on non-renewable Resources for Energy and Construction: As the buildings age, the use of renewable materials and efficient energy systems reduce the impact on the natural environment. This is relevant for future generations.

Last but not the least, in summary, Muldavin (2010) assesses the major sustainable elements and features considered and incorporated in construction (which would probably improve the happiness of residents):

- Sustainable Sites: Optimal daylight exposure through building orientation, reflective roof surface to reduce heat, trees or shade structures to reduce the heat island effect in outside parking lots, habitat restoration or open space preservation, pervious pavement, storm water management and light pollution reduction.
- Water Efficiency: Storm water collection tank for landscape irrigation, low- flow WC and faucets and water-efficient landscaping.
- Energy and Atmosphere: High efficiency HVAC system, high efficiency overhead light fixtures and bulbs, light-emitting diode (LED) lighting for buildings, increased wall and roof installation and commissioning of HVAC and other systems.
- Materials and Resources: Environmentally friendly construction materials, waste-management plan for diverting waste materials, a tenant handbook with recommendations on sustainable design and construction technologies; and finally, the storage and collection of materials that can be recycled.

In order to provide opportunities for residents to achieve meaningful and long-term happiness, we should consider how a future of sustainable urban development might also contribute to happiness (or vice versa) (Cloutier, Larson & Jambeck, 2014).

2.2.3 Wealthy Cities vs Happy Cities

Studies based on the World Values Survey data (Deaton, 2008) state that high-income countries are happier than low-income countries; but that among the high-income countries, there is no relationship between national income and national happiness (Deaton, 2008). The above-mentioned author further opined that it is elusive whether countries with the highest-income earners are the happiest people, when compared with people, who are relatively high earners in poorer countries. There is wisdom in the mountain kingdom of Bhutan's adoption of gross national happiness as a measure of progress rather than gross national product; and in the decision by policy makers around the world, including the governments of Great Britain, France, and Thailand and cities such as Seattle, to pay attention to new measures of well-being that include not just how much citizens earn, but how they feel (Montgomery, 2013).

Although to a certain degree, income plays a major role in affecting happiness, some analysts note that there is more to the income factor – it would therefore be false to presuppose that wealth and comfort alone bring happiness. This section thus deals with the disparity between wealth and happiness. Layard (2005) states that with regard to the western industrial countries, the richer countries are not any happier than the poorer ones. Kahneman, Krueger, Schkade, Schwarz & Stone (2006) argue a very intriguing point; concluding that acquiring more income may do nothing to experience happiness, that the relationship between life satisfaction and income originates from a “focusing illusion” (which means placing too much importance on one aspect of an event).

This makes respondents either compare their earnings with set standards of their previous incomes or other peoples' incomes. This goes to show that happiness is a state of mind; that one should not define the state of his/her happiness, based on the level of income earned.

Again, in Montgomery's (2013) publication, he talks about Enrique Peñalosa's captivating speech at the World Urban Forum about the prosperity of urbanization. Enrique Peñalosa – the mayor of Bogotá, Colombia – remarked at a point that if Bogotá was to define its success just in terms of per capita income, it would have had to accept a place as a low-quality society; instead his goal was to make Bogotans

happier by making the city walkable, being in contact with nature, avoiding inequality, and developing an atmosphere for human interaction – The primary aim was to make Bogotá a device for happiness.

In summary, cities should be portrayed as more than mere instruments of wealth; they should rather be perceived as systems that can be re-shaped, in order to improve the well-being and happiness of the citizens.

Finally, Bartolini, Bilancini & Pugno (2008) addressed the mystifying gap between rising income and the static state of happiness in the United States of America. They found that the only factor strong enough to deplete the people's happiness, despite all the wealth, was the country's "declining social capital". They then suggest that healthy social networks and interactions that keep us connected with others are very fundamental to the happiness of individuals.

2.2.4 Misconception of Dispersed Cities (Urban Sprawl)

Individuals may relocate to the outskirts of cities for various reasons: due to overcrowding or high-density environments, enjoying privacy, traffic congestion and the dominance of crime. This section seeks to determine why urban sprawl which was seen to be advantageous; may rather be a hindrance to happiness in cities. Urban life has now been stretched to such an extent that suburbia, exurbia, and edge cities together form a distinct system, which has transformed the way the entire city-regions function. This is the system that some have come to call sprawl. I will call it the dispersed city, for the characteristic that defines almost every aspect of it (Montgomery 2013). Suburbs are the outer stretches of cities, while exurbs are stretched even farther than suburbs.

Brueckner (2000) describes urban sprawl as the excessive spatial growth of cities. He further adds that although cities may expand to accommodate the ever-growing population, too much spatial expansion occurs; hence, the need for altered public policies to restrict this expansion.

In Wright's (1945) planned utopian town, called Broadacre City, he believed that dispersal coupled with technology would result in true freedom, democracy and self-

sufficiency. Wright's (1945) ideology led several individuals to the landscape popularly known as suburban sprawl. People began moving from the inner cities to the edge of cities; resulting in urban sprawl. On the contrary, engaging in this movement poses some difficulties as well. One of the major difficulties is commuting; especially those who move to suburbs and sacrifice being there for their children – in favour of commuting to work.

Bender (2015) in his publication on whether dispersed cities are the future of urban life, explains how New Jersey's dispersed urban sprawl configuration would lead to a lifestyle lacking the essential benefits of community and the public spaces that cities provide. Luthar (1999) states that even in the affluent suburbs, despite the access to health services, resources and rich parents, teens were more depressed than the not-so-privileged teens living in the inner-city neighborhoods. This was due to weak relationships with their parents or the lack of parental hours; resulting in the consumption of hard drugs and even the formation of gang membership by these teens.

Farber and Xiao (2013) did research on the social interaction potential of cities. They further explain the consequence of decentralization: noting that the more cities spread out, the less access do citizens have to one another. This cripples social interactions and alters the social networks of individuals. In conclusion, it is important to grasp that no matter how much we take pleasure in privacy, solace and solitude; a firm, positive relationship with others sparks happiness in us – hence the need to stress the relevance of interacting and co-operating with others, where the city is the right setting and place. For instance, places of interaction in cities would include shopping centres established in prime areas of cities and regarded as infill developments. These places should help draw surrounding residents, as they are ideal spaces capable of increasing social interaction and happiness.

2.2.5 Role-Players of Happy Cities

In order to design or reconfigure cities for all to enjoy happiness, to dwell and to thrive together, there should be gross unity; a perception that without a common understanding and total willingness of all living in the city to co-operate, this goal would

be impossible to accomplish. The happy city crusade has progressively elicited architects, neighbourhood activists, public health experts, network theorists and politicians into the hectic task of helping shape the city positively (Montgomery, 2013).

In other words, cities are not just framed naturally or by accident; by the passion of regular citizens. Instead, they are formed and developed by financial incentives for role-players, significant public investments by the government and firm policies and rules guarding how lands, properties and roads are to be developed and utilized.

Brueckner (2000) described how unattractive land uses and developments may be remedied through the implementation of effective zoning regulations and other tools of urban planning. Zoning laws are guides on what individuals can do or build on their lands; and the extent to which they may develop the land (indicating the proportions of plots). Hall (1988) remarked that only shared point of views of requirements and issues may lead to the formulation of effective partnerships; for this very reason, the involvement of all stakeholders – professionals, residents and associations is fundamental for project partnership – and hence its success.

Since the city is a shared project, there should be a strong common understanding by the role players, in order to reconfigure the city; making it attractive and comfortable to dwell in. This also goes down to the residents in the city as well; citizens ought to comply with the movement of shaping the city. There is a simple explanation for trustworthiness during repeated bilateral interactions. The Folk Theorem states that co-operative behaviours may be sustained when there are mutual gains from co-operation as long as repeat interactions occur for an indefinite future (Zak, 2005).

Putnam (2007) makes a significant contribution, indicating that ethnic diversity is a major contribution to the lack of trust in society. That is to say, when individuals share the same cultural values, religion, and language; there is more likely to be increasing levels of social trust than those that don't. This is clearly a situation that should be addressed.

In conclusion, co-operation between these significant role players in the quest of shaping cities into more livable, serene and happy spaces is fundamental to ultimately accomplishing this shared objective.

2.3 Happiest Cities in the World

There are a lot of articles in recent times that have expressed opinions concerning ranking the happiest cities/countries in the world and elements incorporated in these reputable cities; which this section is going to analyse, observing the predominantly mentioned countries in these articles. For the sake of forbearing overemphasis, four (4) articles will be assessed, bearing in mind when they were published

The experienced travel writer, Conghaile, (2014) expresses his opinion; listing his 10 happiest cities with no specific order, and why he feels they are sprightly places to dwell in. Copenhagen (Denmark) is amongst his chosen cities, noting that it has one of the best social welfare systems in the world; together with restaurants. The downside – he indicates – is that it is an expensive city to live in. Melbourne (Australia) comes next, then Florianopolis (Brazil); stating it is one of the friendliest cities with 42 outstanding beaches. Vienna (Austria) and Vancouver (Canada) with its safe streets and beaches are then mentioned. Also listed is Kilkenny (Ireland), Bergen (Norway) and Naha (Japan), with Helsinki (Finland) considered as one of the world's most honest cities.

Conghaile (2014) then closes off with Wellington (New Zealand), elaborating on its beautiful coastal setting, its unique culture and its friendly people.

The top 10 happiest cities were also chronicled by National Geographic (2014); starting off with Aarhus (Denmark) characterized by its equality of income, free healthcare system and outstanding education. San Jose (U.S.A) follows, being prominent for its community gardens and ideal weather for farming; displaying the level of unity and co-operation residents have in this city. Dubai (U.A.E) is then noted for its contemporary developments, such as its roads, railways, the Burj Khalifa; its free education and its beaches. Subsequently, the Gold Coast (Australia) is stated, known for its glorious beaches with Kuala Lumpur (Malaysia); represented by its world-class restaurants, services and diverse culture. There is also Monterrey (Mexico) distinguished by its well-built community bond and flourishing industries. Madison (U.S.A) is listed, followed by Auckland (New Zealand); then San Sebastian (Spain), boasting of one of the best culinary schools, a beautiful city view, which is seen from

its amusement park and its blissful beaches. Lastly, come Koh Samui (Thailand), which has great beaches, improved developments and excellent quality of life.

Furthermore, Greenberg (2015), founder of WOW Travel, ranks his top 10 happiest cities; with Melbourne (Australia) at the bottom of the list: stating that with friendly people everywhere, it makes you feel at home – also with the highest number of cafes and restaurants in any city in the world. Auckland (New Zealand) is then mentioned, followed by Reykjavik (Iceland); which he notes, although a small city, compensates by its peculiar culture and great architectural designs/ visual experiences. Copenhagen (Denmark) with its trendy neighbourhoods and world-class shopping centres, Bergen (Norway) with its beautiful natural scenery; surrounded by seven mountains and Vancouver (Canada) being one of the cleanest cities in the world, then listed respectively. Also mentioned is Helsinki (Finland), Amsterdam (Netherlands); he describes as having beautifully preserved 17th century architecture with its contemporary, advanced city setting. Stockholm (Sweden) is specified by its impressive city formation; with Basel (Switzerland) at the top of his list; opining on its thriving economy, with one of the ‘happiest’ populations in the world. Basel is then characterized by its brilliant art museums, world-class restaurants and great tourist destinations.

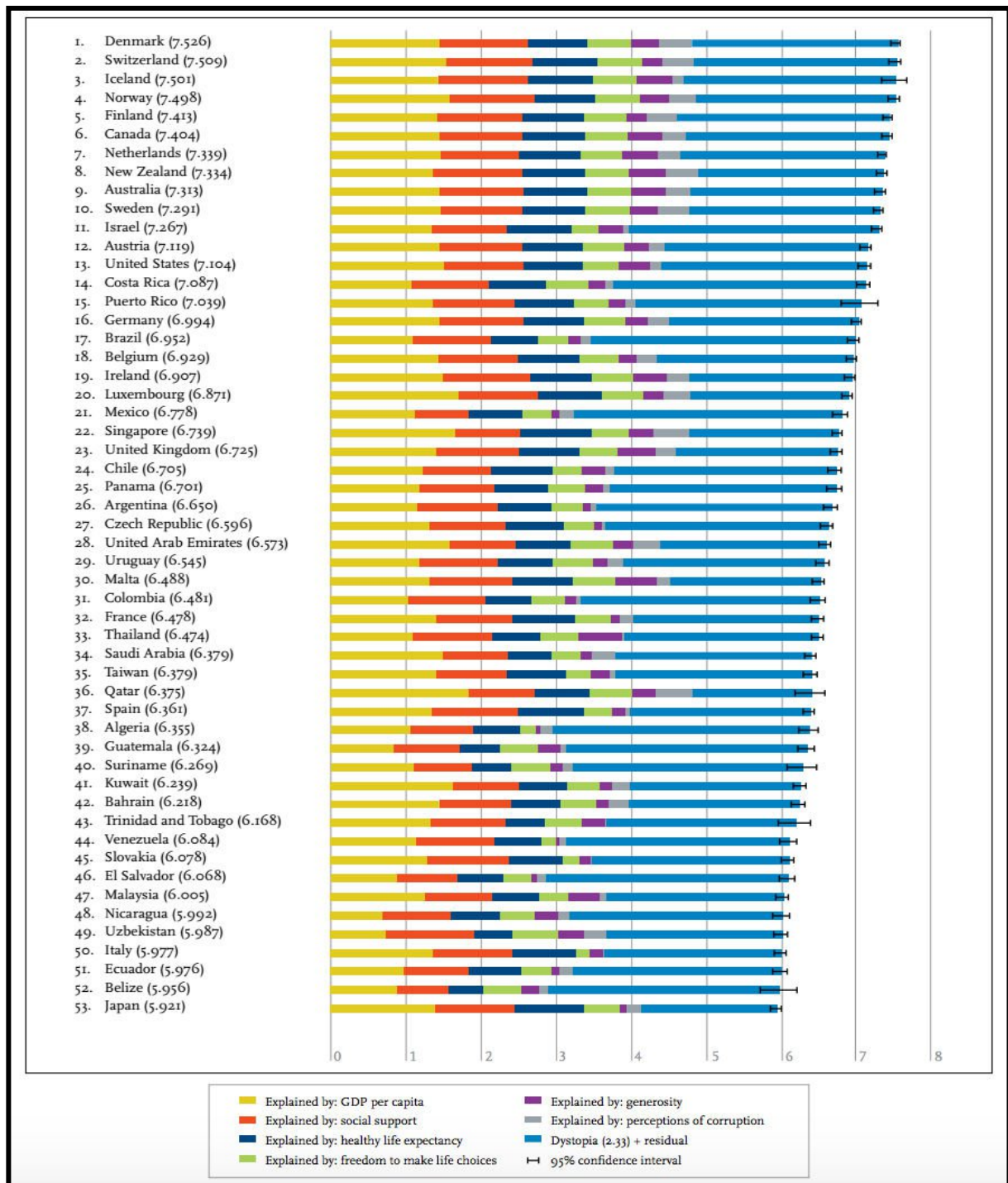
Finally, Brainjet Team (2016) records its version of the happiest cities in the world, based on happy residents; listing 5 of them. Aarhus (Denmark) is pointed out as being the oldest city in Scandinavia with its distinctive pedestrian spaces, also coming with a refined culture. Moreover, Oslo (Norway) is listed; as the city is in close touch with nature, with exciting restaurants and well-established apartments to the more urban-minded residents. Another city stated is Geneva (Switzerland) with its breath-taking landscape and warm beaches. Utrecht (Netherlands) follows; noted as being more unwinding and luxurious than Amsterdam, with colossal amenities. Finally, Malmö (Sweden), boasting of its historical and cultural attractiveness, with transportation, development and sustainability projects all thriving.

It can be observed from these articles that Denmark comes up in all four (4) articles, Australia, Norway and New Zealand in three (3) articles; and finally, Canada, Finland, Sweden, the Netherlands and Switzerland in at least (2) articles. Clearly these countries did or continue to be doing something very influential to attract such positive

remarks; from city/urban planning, developments, to the willing, co-operating residents.

Figure 2.1 below gives a clearer understanding, revealing the results of the survey with a list of the top 53 happiest countries. Interestingly, 9 of the top 10 countries listed by the World Happiness Index research coincide with the personal observations of the four reported articles above.

Figure 2.1: Top 53 happiest countries



Source: Hrala (2016)

Figure 2.1 above illustrates the happiest countries (index). Hrala (2016) reports on World Happiness Index survey of the countries with the happiest population. The research is conducted using 2000-3000 respondents per country and asking them to

rate their happiness on the scale of 0-10. Answers given are then further assessed by using six other factors: the GDP levels, life expectancy, generosity, social support, freedom and corruption. The colour yellow in the bar graph represents the GDP per capita for each country with Qatar leading. Orange represents social support given in each country; dark blue depicts healthy life expectancy; light green showing the freedom at individuals' disposal to make life choices; purple displays the overall generosity shown by individuals for each country; gray revealing the level of corruption faced in each country; light blue represents dystopia; a fictional, unpleasant place created and used as a benchmark for the countries to be assessed better.

Finally, there is the 95% confidence interval at the far right of each country's bar graph demonstrating the accuracy of the findings by the World Happiness Index. Denmark is ranked highest on the list, followed by Switzerland and Iceland considered as the happiest populations in the world; as they are rated favourably in terms of their GDP growth, social support, and life expectancy, level of corruption, freedom and generosity. Besides bragging rights, what do these rankings truly tell us?

The team believes the report helps countries gauge how ready they are to start pursuing the United Nation's Sustainable Development Goals, which include ending poverty and hunger, increasing healthcare and the quality of education, reaching gender equality, and many other great, humanitarian goals that would benefit the world (Hrala, 2016).

In a nutshell, analysing the above articles, most of the factors frequently mentioned contributing to these happy cities/countries are in relation with natural sceneries, unique landscapes, outstanding educational systems, unity/co-operation of residents, distinctive architectural designs and great restaurants/cafes, social support and services, open spaces and established pedestrian lanes; which are all essential in providing an ideal environment for residents. What is hardly mentioned is the establishment of shopping centre spaces in these cities; which this very research focuses on, considering the huge impact shopping centre spaces continue to have in modern times all over the world.

2.4 Elements that Contribute to Happy Cities

Extensive planning is needed, in order to influence the physical health, well-being and comfort of residents; which may be done through building and living differently, also through city developments or configuration. Achieving this goal will be vital; as this would create an atmosphere for all to bring out their best in being productive and thriving. The built environment includes all the elements of a neighborhood that are man-made and influenced by local zoning, building codes, and land use regulations: buildings, infrastructural systems, open and green spaces, and the interactions among these elements (Pfeiffer & Cloutier, 2016).

Northridge, Sclar & Biswas (2003) furthermore elaborate the natural environment being contrary to the built environment, in which the factors addressed include the climate, topography and water supply. It is expedient to add that, without the co-operation of the residents, this goal would be almost impossible to achieve. Sjaastad (1962) indicates that happiness and well-being should be analysed by focusing on the metropolitan level as the focal point; as individuals usually leave their place of dwelling, based on factors, such as job opportunities and public goods and services.

This section thus comprehensively describes the various elements that assist in creating happiness in cities from the perspective of different authors; in an attempt to answer questions in the research study.

Lynch (1960) gives primitive elements of city images pertaining to physical forms; these features are fundamental to any city's outlook. He adds that although there are other influences to city images, such as the social meaning of an area, its history, its function and even the name it is given; it is fundamental to consider the actual design forms of cities; as they add to the significance of cities. Elements generally found in cities, according to Lynch (1960) include:

- Paths: These are routes, channels along which individuals and vehicles move. Paths may be in the form of streets, walkways, bike paths, railroads, transit lines and canals. These paths, carefully planned and constructed effectively give significance to any city; as they make movement and commuting easy. For many people, these are the predominant elements in their image. People

observe the city, while moving through it; and along these paths the other environmental elements are arranged and related (Lynch, 1960).

- Edges: These linear elements not considered as paths. Edges are observed to be either boundaries between two kinds of areas, or they have the role of holding together widespread areas. This is seen for instance in the outline of cities by water bodies or the establishment of walls.
- Districts: These are relatively large sections or areas in cities that are characterized by particular spatial forms, topographies and urban fabrics; usually recognizable when inside the areas or identifiable also from the outside. Districts are meant to assist individuals as to what areas in the city they are in, by just looking at the activities transpiring in the area.
- Nodes: Nodes are regarded as strategic points in a city, characterised by activities, which individuals enter, such as major railways stations or bridges. They are primarily junctions, places of a break in transportation, a crossing or a convergence of paths, moments of shift from one structure to another (Lynch, 1960).
- Landmarks: These are point references in cities usually not entered into, but just observed externally by individuals for directions. Landmarks are unique and special physical features within cities, such as mountains, water bodies, buildings, trees, signs or stores singled out for the purpose of individuals confirming their location.

All these elements in a city are very essential in defining and giving meaning to a city, as these elements complement each other. These elements help individuals navigate their way through cities, consequently thereby impacting their well-being. As Lynch (1960, p. 48-49) concludes, “none of these element types isolated above exist in isolation in the real case. Districts are structured with nodes, defined by edges, penetrated by paths, and sprinkled with landmarks”. All these elements carefully thought of and established accordingly, make cities very welcoming to live in; and subsequently, they impact the happiness of residents.

Also, Montgomery (2013) after examining the insights of happiness economists, psychologists and philosophers, suggests a rather outstanding recipe for achieving the goal of urban happiness:

- The city should contend in increasing joy and minimizing distress and hardship.
- The city should guide residents towards good health rather than sickness.
- The city should be legitimate with the way it allocates space, services, mobility, joys, hardships and costs; suiting residents.
- Relevantly, the city ought to build resilience against environmental and economic adversities.
- The city should give dwellers the freedom to live, move, build lives and performing exceptionally, as wished by them.
- Develop the ideal city that acknowledges the common vision of all role-players; that opens doors to appreciation, co-operation and unity. This will greatly help resolve the issues dominant in the cities of this century.
- Predominantly, an environment should be created that builds and strengthens bonds between friends, families and strangers; bonds that could subsequently result in great achievements and abundant opportunities.

Moreover, in the article of Pfeiffer & Cloutier (2016), they look at how planners may shape happiness on the neighborhood level; considering the very vital elements. In fulfilling this, this could aid residents in having a better sense of purpose, feeling positive about their lives. The three neighborhood-built environmental characteristics stated and elaborated on that are likely to help shape happiness include:

- Design features that promote social engagement and personal security: This has to do with how housing designs, street connectivity and land use mix; considering also that available public spaces may significantly influence the social engagement opportunities among residents. For example, how a more compact neighborhood setting may increase interaction between residents. Also, for instance, houses in neighborhoods designed to make windows face the street making dwellers more aware of criminal activities that may take place; and thereby serving as personal security.

- Access to open, natural, and green spaces: This also basically explains how human beings may benefit from having more access to the natural environment. Parks, community gardens, botanical gardens, building exteriors, and rights-of-way are examples of restorative open spaces that may make people feel happier (L. Campbell & Wiesen, 2010). Berman, Jonides & Kaplan (2008) in addition reveal two rather intriguing concepts of paying attention; how voluntary attention deals with going about our responsibilities navigating through city streets and oncoming buses; this involves a lot of energy and focus thus, tiring us. The other concept: involuntary attention – the type that is given to nature is effortless, letting our brains relax, thus helping us to be restored and transformed positively by this act.
- Housing diversity and conditions, transportation infrastructure, and polluting land uses: Here they generally describe how a broader range of housing types and tenures may be appropriate for residents to stay in the neighborhood for longer periods; subsequently, helping dwellers know one another better and promoting social interaction and happiness. Also, how housing conditions directly affect happiness; for instance, residents that have poor housing conditions are likely to be unhappy. Furthermore, how regulations that inspire pedestrian lanes and side-walks, bike paths, slowing traffic speed rather than encouraging the use of more private vehicles on the road could result in happy residents. Finally, how polluted environments explicitly have an influence on happiness; with say, exposure to polluted air and water, resulting in unhappy residents.

There is a more peculiar factor; a concept that has over the years seems to have had a major impact on the happiness of dwellers; and this is being noticed by the day. Enrique Peñalosa in Montgomery's (2013, p. 9) account comes up with ways, as the mayor, of improving city happiness; the significant one being banning drivers commuting by private vehicles three times a week; as he wisely stated "A city can be friendly to people or to cars, but it can't be both". The main aim was to help in the reduction of the use of private automobiles in the city; as this had predominantly taken the place of public plazas and sidewalks. A few years focusing on this concept; and it is now being adapted by many countries. Garfield (2017) reveals countries that have

plans to prospectively phase out cars; and some of them include Norway, Spain, Germany, Denmark and France. He explains that Oslo (Norway) plans to perpetually ban all cars from its city centre by the year 2019. Madrid also plans to reconfigure 24 of the city's busiest streets – making them walkable, rather than being used for driving; hence, the need to ban cars from 500 acres of the central city by 2020.

Furthermore, a new residential area has been built for the Chinese city – Chengdu – in such a way that residents may walk anywhere easily in approximately 15 minutes. Chengdu does not, however, plan to ban cars completely; but it just allows the use of vehicles on only half the roads. Hamburg (Germany) intends to make biking and walking the major transportation approach, reducing the usage of vehicles in the next decade. Lastly, Athens (Greece) aims to ban diesel cars from its business district by 2025, as a measure to refine the city's air quality.

Other countries supporting the car-free crusade include: Belgium, England, Mexico and Canada. Speck (2013) explains a similar approach used in cities like Carmel-by-the-Sea (California), Orlando and Illinois; where there are shared city parking spaces because on-street parking is illegal in these areas. This perspective helps create ample space for mid-block courtyards, walkways and increasing the activity of sidewalks amongst residents. It also helps car users to save money; as the penalty for on-street parking can be expensive depending on the duration, for which their cars are parked. The aim of this movement is ultimately to create more space for pedestrian mobility, to reduce expenses and to lower CO₂ emissions (Koschinsky & Talen, 2015).

This is a great step in improving the quality of lives of residents; as it would enable them to be more productive, being effective in mobility and being better versions of themselves; hence this concept should be considered and implemented in South Africa, as well.

Pendall, Leah, Martin, Abravanel, Audra, Alexandra, Elizabeth, Megan, Monica, David, Taryn, Chantal, Reed, Mark, Amy, Thomas, Nancy, Diane, Brianna, Jen, Hannah, James, Kathryn, Pettit, Susan, Aesha, Hortencia & Rachel (2013) in their research, analysing five sites, extensively discuss distressed housing developments and methods by which neighborhoods may be transformed into ideal, happy spaces for residents. Analysing the San Francisco: Eastern Bayview/Alice Griffith site, Pendall et al. (2013) reveal the following six main areas in which neighborhood re-investment

can be made, ultimately transforming the neighborhood into a mixed income, high-opportunity community:

- **Transportation improvement:** It is explained that the transportation infrastructure could be developed in such a way that, residents in the neighborhood may connect to other local or regional transportation options efficiently. Having an effective transportation system, such as the above established, would positively impact the well-being of the neighborhood residents.
- **Retail retention and attraction:** They state that in building the right size of retail and office space, and community facilities suitable for the neighborhood, also encouraging business assistance programs and tenant improvement programs would subsequently draw new individuals into the area, reducing vacancies, and improving the neighborhood's economic activities, ultimately granting residents a sense of well-being.
- **Healthier food options:** Concentrating on pumping healthy food stocks into existing and new grocery stores in the neighborhood would contribute to residents living healthy, happy lives, thus improving their well-being.
- **Job development and educational opportunities:** This may be done through the support of residents, raising funds to establish educational institutions, which would go a long way in giving younger ones the much-needed skills and knowledge to become successful in their various careers. The creation of long-term job generation in neighborhoods for residents would also help in improving the well-being of individuals in the area.
- **Public asset enhancement:** Aesthetically, refurbishing or renovating the existing public assets in the neighborhood, landmarks, and other facilities would give these buildings a good appearance, adding to the beauty of the neighborhood, thereby making it an attractive area in which to live.
- **Neighborhood and housing stock reinvestment:** Embarking on this technique would create affordable housing units for individuals of all income levels, thereby impacting their well-being positively.

Seidel, Kim & Tanaka (2012) in their article discuss the different types of architects and their essential roles played in the physical environment. These entail architects who focus more on their status; known as the fashionistas, architects that concentrate more on the well-being and improvement of the lives of individuals; and these are referred to as the life-improvers; and finally, the object-service packagers: these architects focus on forming packages, with attractive designs and effective services being priorities in the delivery process. Emphasis is laid on the life improvers, as they correspond to the nature of the research study. These architects are responsible for the improvement of their clients' lives, considering various factors, such as sunlight, circulation of air, and the connection people have to these places.

Seidel et al. (2012) then reveal the elements that life improvers consider in influencing healthy designs of neighborhoods. These elements include designs that promote easy movement within the neighborhood area, helping individuals navigate through the spaces without difficulties. The architect also considers designs that encourage regular exercise, such as jogging in convenient spaces through the neighborhood by residents, promoting good health.

In addition, architects should look at how new buildings would blend into the collection of existing buildings, producing the right blend and increasing neighborhood aesthetics. The architects also consider designing areas that promote voluntary social interaction and contact with residents in the neighborhood. Furthermore, it is the responsibility of life improvers to activate the sensory stimuli of residents by creating unique designs and concepts in the neighborhood, appealing to the eye. Taken into consideration also by the architect is the general way of living in the neighborhood; together with the social conditions, that is the sex, age, occupation, level of education, and social status of residents in the area.

Finally, in planning, the architect should take into account the comfort and welfare, the needs of residents, and how easily accessible these needs are for residents, be they physical or social needs. Architects designing at the neighborhood scale, should recognise that their designs will affect how physically and socially active residents are (Seidel et al., 2012). It is therefore significant; as the activities of residents influence their happiness.

Wells, Evans & Yang (2010) in their research article focused on planning as a critical influence on environmental characteristics and healthy housing. In stressing the relevance of planning decisions, Wells et al. (2010) made reference to Sloane's (2006) article, revealing that the battle to eliminate congestion in cities in the early 20th century led to the planning and establishment of zoning regulations, segregating property use into residential, commercial and industrial areas; thereby resulting in the residents' well-being.

Planning decisions directly influence the character and quality of housing and neighborhoods, including the presence and size of parks, air and water quality, road geometry and transit mode mix. The environmental characteristics of home and neighborhood, in turn, directly or indirectly affect physical health and psychological well-being (Wells et al., 2010). Wells et al. (2010) thus opine on the vital planning decisions to be carried out by planners in neighborhoods and the ways in which these planning decisions would impact the well-being of the residents. Four main dimensions of the environment are analysed; they involve:

- Nature and open space: Planners ought to designate land significantly to open spaces, in order to impact the physical environment; and in turn, the well-being of residents in neighborhoods. Just as land may be allocated for city building and other developments; natural and open spaces should equally be considered in planning decisions; since the creation of these spaces would have a positive impact on human health, such as helping residents recover from fatigue by merely accessing and viewing the trees, grass, plants in these natural open spaces; also drawing people closer together, promoting social interaction in neighborhoods; and lastly, encouraging physical activities, such as exercising/jogging in these open spaces, to improve the healthy living of the residents.
- Elements of urban form: In this important area, planners make decisions by focusing on elements, such as the external density of communities – that is the population and nature of the surrounding areas of the neighborhoods being configured. Also, Land-use mix, street network plans, street lights and road geometry are very fundamental to configuring neighborhoods; as these determine the efficiency of transportation systems, how easily residents navigate around the area.

- Also included in the elements of urban form to be taken into consideration by planners are: water and air quality, sewage and drainage; and lastly, noise pollution; as these issues also impact the well-being of residents in neighborhoods.
- Food systems, availability and affordability: An important part of community development is the establishment of retail use properties. It is therefore necessary for planners to seek to establish food stores at convenient locations in neighborhoods – to enable easy access for residents. Providing community members with access to healthy foods is likely to encourage consumption of those foods; and this may help, ultimately, to combat the obesity epidemic (Wells et al., 2010). Planners ought to also pursue making the food market affordable for consumers. All these factors would significantly impact the well-being of the natives.
- Housing characteristics and quality: Housing quality directly impacts both the physical and mental well-being of individuals. Most outbreaks of diseases and exposure to health risks are as a result of the poor state of residential setting and housing quality. For instance, sanitation practices, such as the placing of waste collection and storage, trash removal and sewage systems all assist in providing healthy living conditions in neighborhoods, thereby impacting the well-being of the residents. Housing types, building heights and sizes, housing quality and interior design/ density also affect the happiness of the residents. These factors, when carefully planned and established, help to alleviate injury risks, improve safety and the physical health of individuals, hence influencing their well-being.

Seamon (2012) brings a different perspective to place identity, with his article contributing to the processes of constructing a neighbourhood and giving it identity. Place identity is important to understand the nature of the place, but it should be complemented by the modes of relationship that together help clarify the complexity and richness of the place and the place experience (Seamon, 2012). Relph (1976) discloses that a place may vary in scale from either being a room to a building, neighbourhood, city or region. Seamon (2012) thus identifies three dimensions of

people-place relationship, revealing elements that play a vital role in giving places their meaning and identity:

- Geographical ensemble: This refers to the environmental qualities of a place, which include elements, such as topography, natural landscape, area boundaries, weather and geological characteristics. This also deals with the configuration of spaces in the area, such as the pathway or street layout, the building types and the placement of land uses or the zoning regulations.
- People-in-place: This focuses on fusing the human factor to the geographical ensemble. This refers to the life-worlds, natural attitudes of the place, including actions, routines, events, and understanding, in which individuals and groups involve themselves in relation to their place (Seamon, 2012). A place established with the convenient characteristics without any human dwellers would be an error. Places are meant to be occupied by individuals, in order to create liveliness and completeness in these areas.
- Spirit of place/genus loci: This refers to the prevailing character or atmosphere present in a place in its natural form. This is the unique ambience, in which there is intimacy between individuals and the physical environment. Clearly, the geographical ensemble and people-in-place both contribute to this genus loci (Seamon, 2012).

These elements thus contribute to giving places an identity, which in turn, play a fundamental role in impacting the well-being of the residents in these places.

Anderson, MacDonald, Blumenthal & Ashwood (2013) in their research study provide relevant information from a different point of view concerning the various methods by which land use and the built environment may influence crime. The reduction of the crime rate in neighbourhoods and cities brings some sense of comfort to residents, thus improving their well-being; therefore, developing ways to alleviate crime and giving residents a safe environment to dwell and thrive is crucial in attaining healthy living conditions in neighbourhoods.

Anderson et al. (2013) reveal seven mechanisms, by which the built environment and land use affect criminal activities:

- Land use: This deals with the use to which parcels of land are put, including building and housing codes. Anderson et al. (2013) interestingly disclose that commercial land use is connected with higher rates of crime in cities. Also, they reveal that strictly residential neighborhoods have lower crime rates than mixed neighborhood; that is neighborhoods that have a blend of commercial and/or industrial uses. This is because residential neighbourhoods encourage social ties, thereby enhancing natural surveillance by residents. If neighbourhoods are therefore zoned correctly, this may help to create a safer environment for residents, thereby impacting their well-being positively.
- Natural surveillance: This form of security measure focuses on individuals keeping an eye on the street, in case of criminal activities occurring; this is termed collective efficacy, whereby residents in neighbourhoods have the responsibility of being proactive in surveillance, in order to discourage criminal activities. Also, the design of neighbourhoods may contribute to natural surveillance; as people in their homes can clearly see what goes on in the streets. Lighting is also important in discouraging criminal activities; dark places usually are linked to criminal activities; as these spaces create an ideal atmosphere for criminals in which to operate.
- Target-hardening: This security measure incorporates building codes, which encourage motion-activated lighting, laminated glass, improved doors, high quality locks, thus fortifying residences; and thereby making it difficult for these homes to be the victims of burglars. The absence of these building codes is more likely to increase criminal activities in neighbourhoods.
- Territoriality and permeability: Here, they explain that public spaces should be differentiated from private spaces; also, obscure areas should be given some clearer identity, in order to reduce criminal activities. Public housing projects should be broken down into manageable units, making spaces that are obscure; since these have some territorial influence on individuals, where these spaces are monitored and taken care of against intruders, as intruders may think they are entering private spaces, ultimately increasing safety.
- Physical disorder: This measure looks at mitigating neighborhood physical disorders, as these could be an indication to criminals of the lack of discipline and togetherness in the neighborhood, thereby increasing criminal activities.

Physical disorders include acts, such as graffiti on buildings, liquor or beer cans, cigarette buds, broken glass littered all over pavements in the neighbourhood and the observation of abandoned cars. It is therefore clear that physical disorders are linked to criminal activities; since weak neighbourhood social ties often fuel crime and disorder, creating fear in these areas.

- **Crime attractors/reducers:** Specific land uses are pointed at here, in relation to criminal activities. For instance, Anderson et al. (2013) explain that alcohol outlets and bars are associated with increased criminal activities. In addition, restaurants, hotels/motels and gas stations are observed to be related with robberies. It is opined that public playgrounds, on the other hand, although not associated with violent crimes, are heavily linked with burglaries, as a result of the crowds. Also, mobile-home communities are seen not to be identified with increased crime, contrary to other kinds of residential communities, which are crime-prone. These spaces in neighborhoods should therefore first be discovered; then measures can be put in place to reduce the possibility of recurring criminal activities.
- **Density:** This mechanism stresses the concept that high-density commercial and residential areas are more associated with increased crime than low density commercial and residential areas. It is, however, noticed that when the socio-economic factor is added to the equation, it affects the dynamics of criminal activities; in that high-density areas with well-off residents are identified less with high crime rates.

These security measures, when thoroughly taken into consideration, would bring a huge sense of comfort to residents in neighborhoods; as a result of peaceful environments being created, hence impacting the well-being of the residents in a positive manner.

Last but not least, Ben-Joseph & Szold (2005) believe that there are some factors that may lead to societal liberty and prosperity. Social inequality and discrimination in neighbourhoods may be eradicated when social relationships begin to be built regardless of the economic or social status of the individuals; thus, assisting civic voices to be established and heard. According to Ben-Joseph & Szold (2005), the ideal

setting for individuals to engage and associate harmoniously begins with developing the physical/urban and social infrastructures in the neighbourhood. Physical urban infrastructure entails factors, such as refurbishing buildings, in order for these buildings to aesthetically attract attention; embarking on functional zoning, where land uses are appropriately apportioned into various uses including commercial, residential, agriculture. Lastly, developing effective, connecting roads within the neighborhood is likely to give the neighborhood a more ordered layout. Alternatively, with social infrastructure, factors to be considered, in order to aid reach the objective of bringing individuals together; and involve the composition of educational systems, hospitals, community housing, security measures put in place to control crime, and the inclusion of conflict resolutions in the neighborhood.

In addressing these key factors, it is perceived that residents are likely to live harmoniously and happily in the suitably created atmosphere, thereby impacting their well-being in a positive way.

In summary, a table is established, signifying the various elements that aid in creating happiness in cities in general, according to the opinions of various authors. This table therefore in conclusion, breaks down each author's reasoning concerning the impact of these elements on individuals' happiness in the society (see Table 2.1).

Table 2.1: Elements impacting happiness in cities

| Source | Elements |
|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lynch (1960) | <ol style="list-style-type: none"> 1. Paths 2. Edges 3. Districts 4. Nodes 5. Landmarks |
| Pfeiffer and Cloutier (2016) | <ol style="list-style-type: none"> 6. Design features that promote social engagement and personal security 7. Access to open, natural, and green space 8. Housing diversity and conditions, transportation infrastructure, and polluting land uses |
| Montgomery (2013), Garfield (2017) | <ol style="list-style-type: none"> 9. Reduction in the use of automobiles in cities, recovering spaces in public plazas, and sidewalks |
| Speck (2013), Koschinsky and Talen (2015) | <ol style="list-style-type: none"> 10. Establishing shared parking spaces in cities, creating ample space for sidewalks, walkways, and mid-block courtyards |
| Pendall et al. (2013) | <ol style="list-style-type: none"> 11. Transportation improvement 12. Retail retention and attraction 13. Healthier food options 14. Job development and educational opportunities 15. Public asset enhancement 16. Neighbourhood and housing stock reinvestment |
| Seidel, Kim and Tanaka (2012) | <ol style="list-style-type: none"> 17. Designs for easy movement in the neighbourhood 18. Designs encouraging regular exercise in pleasing spaces 19. Improving aesthetics by merging new buildings with existing buildings 20. Areas designed for social interaction 21. Designs to activate sensory stimuli of residents 22. Considering general living and social conditions in neighbourhood 23. Considering access to comfort, welfare and the needs of the residents |
| Wells, Evans and Yang (2010) | <ol style="list-style-type: none"> 24. Nature and open space 25. Elements of urban form 26. Food systems, availability and affordability 27. Housing characteristics and quality |
| Seamon (2012) | <ol style="list-style-type: none"> 28. Geographical ensemble 29. People-in-place 30. Spirit of place/ genius loci |
| Anderson, Macdonald, Blumenthal and Ashwood (2013) | <ol style="list-style-type: none"> 31. Land use 32. Natural surveillance 33. Target-hardening 34. Territoriality and permeability 35. Physical disorder 36. Crime attractors/ reducers 37. Density |
| Ben-Joseph and Szold (2005) | <ol style="list-style-type: none"> 38. Physical urban infrastructure 39. Social infrastructure |

2.5 The Relevance of Happy Cities to Economic Growth

The performance of workers in a firm, or how productive they are, largely depends on the setting in which they are put; the working environment, that is, the office space design (whether a closed/cellular office layout, or an open plan layout) plays a fundamental role in how productive employees are. This is the same concept concerning how cities affect economic growth; individuals play a significant role in the success of nations' economies; but this also largely depends on what the city setting in which they work looks like. If the environment is visibly organized and sharply identified, then the worker can inform it with his own meanings and connections. Then it will become a true place, remarkable and unmistakable (Lynch, 1960). Cities are places where the physical and the human capital really interact. So, companies then locate to where this capital is concentrated (Dirks, 2009).

Cities, together with their human capital, directly influence economic growth. Simply put, the happier cities are, the greater the chances of these cities playing a major role in impacting the economy positively. This will be discussed below with the consideration of various concepts.

As Glaeser (2011) opines, successful cities depend on commerce, skills and entrepreneurial innovation. That is, cities for their success, rely on specialized skills, small enterprises, and also most importantly, a strong connection with the outside world; such attributes create urban prosperity; and they result in successful cities. He adds that cities thrive off these main elements: competition, connection and human capital. This is a valid statement; since without the co-operation of workers in these cities, no matter how welcoming the city tends to be, there would nevertheless be a huge decline in productivity; inevitably affecting the economic growth.

Lynch (1960) also notes that the metropolitan areas are the functional units of our environment; hence it is expedient that their functional units should be recognized and well regulated by their inhabitants. Speck (2013) describes walkability as both an ends and a means, as well as a measure; with the concept leading to a lot of social and physical rewards. He further opines that after the privilege on countless occasions of redesigning aspects of cities, with the attempt of making them more liveable and successful, one major factor stands out as the key to achieving this goal – getting

walkability right. This element effectively incorporated would subsequently help with the assistance of the inhabitants, leading to increased productivity, hence increased economic growth.

Jacobs (1969) reveals a rather intriguing case study of how cities are able to generate new exports. In this case study, she describes how Tokyo imported large numbers of bicycles from foreign bicycle companies; but as these bicycles became problematic, technicians made new parts for the broken-down bicycles; and soon, these technicians became even more skilled in making these parts. She then notes that as cities grow positively, they have the tendency to replace imports, which they acquire from neighbouring cities, as well as from nations outside. This process of replacing imports thus aids in the significant growth of cities.

Now because Tokyo became a good market for imported bicycles, this subsequently created the likelihood of workmen in the city learning how to manufacture these parts. When Tokyo imported bicycles, exports from the city had to pay for them; since these bicycles come from overseas; but then Tokyo began to manufacture these bicycles on their own; and as more workmen joined and learnt the craft, they were no longer paid for by exports from the city. This assisted in re-allocating resources to other imported goods, rather than bicycles; thus, making Tokyo an expanding market; as the economy also developed too.

Jacobs (1969) then concludes that the process of replacing imports and purchasing others alternatively, is presumably the most effective means by which economic life enlarges and national economies increase their total amount of goods and services. From the case study - in summary – she states that well-performing cities in the position to replace imports are likely to have the following outcome:

- A rapid expansion of the sum total of economic activities.
- Employment rate in cities growing rapidly.
- Markets for rural goods increasing, because of the shift in the structuring of city imports.

Dirks (2009) describes the cities' business systems; saying that cities' success and prosperity is largely reliant on the ability of cities to draw and sustain businesses. This

statement is accurate; as cities that attract businesses alternatively attract investors; both foreign and local, hence helping with the economic growth. She further explains how the movement of information and data – that is the telecommunications infrastructure of a city (broadband, wireless), creating the ability to access and communicate information within a city – would be fundamental to economic growth in the modern economy.

Dirks (2009) finally states how congestion is a major problem, not only relating to the economic impact of loss of productivity, hours being wasted and pollution; but also the impact on finite resources and the environment. This should encourage planners in mitigating congestion issues; as this would ultimately lead to less wasted hours, increased productivity and economic growth.

Finally, Hoselitz (1953) conveys his notion, admitting that governments that long for economic development should be prepared to take the risk of attempting to resolve the effects of people concentrated in restricted built-up areas. He then gives two instances in which cities can help with economic growth: firstly, the precise location in which cities are found may influence the level of growth of an economy. Cities found in good locations with effective access points and good connecting roads have a great chance of increasing productivity, and thus economic growth. Secondly, the mobilization of manpower in the industrial process is hugely prudent. He adds that the conditions under which human resources perform has a direct influence on productivity; hence economic growth.

Lastly, a more rational allocation of human resources would impact the economy positively. Although frequently only a small percentage of a country's population inhabit its cities, among this small group could be found the principal carriers of its cultural and intellectual values and the chief holders of its political and economic power (Hoselitz, 1953).

2.6 Conclusion

The objective of this chapter was to give an understanding of the background of happy cities, discussing how the architecture of buildings impact happiness, the difference

between wealthy cities and happy cities, the sustainability of happy cities, the impact of urban sprawl on social interaction and happiness, and the role-players of happy cities. The next chapter looks at reports on the happiest cities in the world, and the reasons to back these cities. Also examined, were the factors that contribute to happy cities: some of which included the access to open, natural spaces, the reduction in the usage of automobiles in cities, and the availability of an outstanding transportation infrastructure.

Finally, the importance of happy cities for the economic growth of countries was explored. This is important to the research; as the research aims to determine what factors create happy cities in general.

3.1 Introduction

This chapter of the literature section aims to view the theory of emotions: the concepts and the drivers, how they are measured; and how spaces can influence our emotions; all of which are comprehensively examined in this third chapter. Another interesting section discussed is the influence that emotions have on consumers in the retail environment. Feeling happy or unhappy is an emotion; and this is necessary; since shopping-centre managers seek to decipher these emotions from the consumers that visit; and in which spaces they feel as they do. Emotions are central to the actions of consumers and managers alike in the retail environment (Bagozzi, 1999).

3.2 The Concept of Emotions

This research sets out to investigate how shopping centres in happy cities contribute to people's emotions; hence focusing on the dynamics of emotions is the very key in ultimately increasing foot count and promoting shopper loyalty in shopping centres. The concept of emotions varies deeply; with a multitude of different notions on emotions and affect. Williams (2001) provides numerous reasons for the recent increase in the academic interest in the subject matter – emotion. Some of the reasons being that of the developing consumer culture and the following commercialization of emotions; as advertisers aim to positively stir up the emotions of individuals, in order to get their products purchased. Another reason is the emergence of a therapeutic society, in which people seek, and are advised, on how to manage their emotions, such as depression and anxiety.

Finally, another reason was the realization that emotion is fundamental when communicating with others. Plutchik (1980) in his article reviews 28 terminologies of emotion; concluding that in reviewing all the definitions, there is little consistency; as most of the definitions of emotion vary greatly, not giving a clear understanding as to

what an emotion is. This section therefore seeks to thoroughly describe emotions in the most understandable manner possible.

Emotions and affect have to deal with experiencing feelings, such as joy, fear, love, sorrow, anger, hatred and other affective states. Emotions cannot be operationally defined by a single measure. Emotions involve multiple responses that are variously sequenced in time. Events that are pleasant/appetitive or aversive/threatening initially engage heightened attention (Anders, Ende, Junghofer, Kissler & Wildgruber, 2006).

Barbalet (2006) explains that while emotions cannot be concluded to be rational; emotions cannot be seen as being necessarily opposed to rationality either. It will therefore be important to grasp the regular process of social interaction, considering the emotions that underpin these intercommunications. Bedford (1956) also discovered that emotions naturally appear to be perceived as inner forces, in combination with other forces, which prompt individuals to act or to behave in a certain manner outwardly. For instance, a man experiencing the feeling of anger, may be compelled to show signs of anger outwardly, such as striking someone, or yelling out at others; unless that man is willing and able to suppress the feeling of anger.

In addition, Lichtlé & Plichon (2014) recognized the different approaches to emotions, explaining the two major schools of thought that currently describe and classify emotions:

- Discrete perspective: This approach sticks to the concept that emotions can be labelled as discrete categories that are exceptionally distinct; adding that the number of primary emotions vary from around 7 to 15 states. These primary emotions can subsequently be combined, the result of which are complex affects called secondary emotions.
- Dimensional perspective: This approach conceptualizes that it is vital to regroup emotions into a certain number of fundamental dimensions, so as to understand better the impact these emotions have. Some examples of these dimensions include: the “displeasure/pleasure” dimension; referring to an individual’s level of well-being and satisfaction with a scale ranging from agreeable to disagreeable. Another example is the level of “activation”; which deals with the physiological dimension, the level of stimulation of physical activities and the mental liveliness of organisms.

Furthermore, Bagozzi (1999) produced an extensive article on the role of emotions in marketing; describing both affect and emotion. He interprets affect as an umbrella for a set of more precise mental processes that include emotions, moods and attitudes. In other words, affect is characterized as the general classification for mental feeling processes. He further distinguishes emotions from moods and attitude; expressing the view that emotions are intentional; whereas moods are unintentional and rarely go hand-in-hand with definite actions or action tendencies; whereas attitudes are decisive judgments, rather than emotional states. This, therefore, means that emotions are triggered due to certain circumstances or events; which may be physically expressed, such as facial/bodily expressions or gestures.

For instance, a circumstance, by which emotions may be influenced, is being in a physical space with activities taking place. Just being in negative or positive settings may greatly impact the emotions of individuals. Furthermore, Shouse (2005) declares that although feelings, emotions and affect are used interchangeably, it is important not to confuse 'affect' with 'emotions' and 'feelings'.

In revealing the distinction between them, he explains that a feeling is a sensation that is identified in relation to previous experiences; adding that all individuals have a different set of previous sensations whereby they can interpret their feelings. Also, an emotion he describes is the representation or display of a feeling; but contrary to these feelings, the display of emotions can either be honest or fabricated. Finally, an affect is defined as the unawareness in experience of intensity; being the most abstract of the three; since affect cannot be completely understood.

The way individuals react to circumstances may be influenced by group membership. Van Kleef and Fischer (2016) opine on the social nature of emotions, noting that group settings are the focal point of emotional activity. In their article on how group level situations shape and influence group members emotionally, it is expressed that identifying the group in which one finds oneself is a critical factor in determining the emotions presented. In stating an instance, they exclaim that the manner in which individuals respond to injustice and inequality is heavily dependent on their group membership. Their groups shape the way they react to circumstances, such as discrimination and injustice; with group-based anger being essentially associated with

protests. This is seen in protests of all sorts, with many individuals participating; as this gives them a stronger voice of communicating their complaints.

Sundarajan (2016) observes a different concept of emotions in the Chinese culture; intriguingly conceptualizing that the Chinese culture regarding emotion has a rather distinct perception; noting that the modern Chinese term that comes closest to the word “emotion” is “qing gan”. The Chinese concept of emotion can be categorized into two portions; with the term “qing” primarily meaning “emotion”. It is understood that “qing” (emotion) makes known something that is true about an individual and the world; that “qing” roots us in reality. The other portion, “gan,” relates to affectivity that connects everyone. “Gan” means “stirring” or “affecting”.

She then concludes that together, qing and gan make one relevant statement about what it is to be human: feelings and emotions are a necessary part of human nature; the basis of which is affectivity. A distinction is then made by Sundarajan (2016) between the Chinese notions of emotion and the Western theories. The Chinese concept focuses more on relational perceptions, as they take advantage of harmony, resonance and mind-to-mind transactions. On the other hand, the Western concept focuses on non-relational cognition that deals with the tasks of differentiation and cognitive control, encouraging flexibility.

Thien (2005) then deduces that placing emotions in the unavoidable sphere of social relations offers more promise for politically suitable, human geographies. All these concepts explained reveal the vital roles that emotions play in any given society; and the need for every individual to be emotionally intelligent.

Lastly, the Wilsons’ (2015) differentiate between basic/primary emotions and secondary emotions; noting that basic emotions are innate, quick and rather instantaneous. There is not much thinking required in order to yield to these emotions. These emotions arise for instance when you are punched in the face; to which you may feel the emotion of anger. Secondary emotions, on the other hand, arise in development; that is these situations, emotions rather develop over time. The Wilsons’ (2015) then throw light upon the **importance of emotion**, categorizing the following emotional concepts:

- Emotion and psychology: It is explained that emotion and psychology have not always been in sync. It took many years until psychologists realized the importance of emotions in explaining human thought and behaviour. However, in the twentieth century, psychology – the scientific study of the human mind and its functions – did not recognize emotions as an important field of study; because it was perceived that feelings and states of mind were inaccessible and unobservable. Even after it was discovered that computers could think in the 1960s, psychologists still avoided the concept of emotion, introducing cognition to the psychology discipline. Nonetheless, years later, psychologists understood that emotional processes influenced individuals in every aspect of their functioning; from psychological, to cognitive and even spiritual. This conclusion was engendered by the introduction and application of neuroscience; as neurology made it clear that affective states are fundamental to the functioning of the brain.
- Emotion and personal success: Here, it is illustrated that the importance of emotions and personal success is heavily dependent on how we, as individuals relate and deal with other people. The appropriate term for this concept is emotional intelligence: revealing how it is essential to understand ourselves and others as the catalyst for a successful life. It is expedient that in all circumstances in which we find ourselves, we have extensive knowledge in exercising the appropriate emotional perception regarding others, rather than relying solely on the exercising of our intellect. They then crucially note, with reference to Goleman (1996), that in order to thrive in society and succeed in this world; the dominant factor is by the use of emotional intelligence (EI) rather than by intelligence quotient (IQ).
- Emotion, learning and decision-making: This deals with learning and decision-making being largely inter-related and heavily dependent on emotion; although in the past, it was rather perceived that they were independent of emotion. Accordingly, it is explained that students not in their right frame of minds fail in their tasks or subjects; which is why they are usually encouraged to develop interests in the subjects they offer – this being a decision they take for themselves, whereby interest in the subject is built. Furthermore, it is noted that people who have potent study sessions are normally calm and emotionally

content, rather than being anxious and annoyed. This goes to show therefore that an individual's emotional state is one of the essential factors in studying. This concept correlates with decision-making as well; as it is observed that the best decisions are also made by the development of the appropriate emotions and not just by pure rationality.

- Emotion and moral behaviour: In addition, emotion is also the most critical factor in moral behaviour and action. This can be evident in scenarios, where a child's emotional history gives a clear indication as to the reason for his/her moral actions and behaviours. Moral actions do not rely exclusively on intellectual ability; since, if this were so, intelligent individuals would be considered moral; and those with less intellectual abilities would be deemed immoral, making this concept flawed.
- Emotion, social relationships and development: It is observed here that people are reliant on one another, in order to be successful, or to fail in life. The relationships people have with one another are the key factors – with emotions playing a central role in these relationships. This is seen in the instance of teachers or bosses dealing with students or employees, respectively, on an emotional basis, which subsequently builds healthy, positive relationships between them. Therefore, it is concluded that emotions are the empowering factors in human relationships. In the domain of development, it is noted that the most important emotional elements that build human relationships are the ones that develop in children from their early ages, in relation to the influence of their social environment. Emotions are intermediate factors, as well as the result of social interaction; hence, they are critical in the development process.

Humans without emotions could not choose among alternatives, could not act; because they would lack a sense of involvement, would be without commitment or conviction, without purpose or direction. All of these things require emotions. People without emotions, should they exist, would not simply be bored or depressed; for these conditions have significant emotional content. Indeed, people without emotions cannot exist (Barbalet, 2006). In summary, expressing emotions is one of the underlying aspects of all human experiences.

3.3 The Measurement of Emotions

This section comprehensively observes the various ways in which emotions may be measured in given circumstances; taking into account some case studies. Although emotions are difficult to accurately measure, there are various researchers who have made a contribution to this matter. To assess emotions in the consumption or any other domain, one should be able to characterize emotion and distinguish it from other states. Unfortunately, this has not been an easy problem to solve (Richins, 1997). Mauss and Robinson (2009) also clearly noted that the scientific evidence suggests that measuring emotional states in individuals is one of the most frustrating problems in affective science.

According to Bagozzi (1999), whatever measurement method an individual uses, they should be bound by a fundamental theory of emotions – the measurement of emotions could zoom in on full sets of signs or evidence; some of which include evaluative appraisals, subjective feelings, body posture and gestures, facial expressions, physiological responses, action tendencies, and plainly apparent actions. He then goes on to express other ways through which emotions could be measured, including self-reports: which entails individuals reporting on their own subjective experiences. This he says is the most frequently used method of measuring emotions. This is acceptable; as responses of emotional states come directly from individuals who experience these emotions for themselves.

He further mentions, that there is the empirical approach to the measurement of emotions that marketers usually employ; that is either unipolar or bipolar items on questionnaires. Although the approaches used by marketers to date have been largely practically driven; they are consistent to a certain extent with leading perspectives on emotions in psychology. Another procedure used, he describes, is the adoption of the factor analysis; which utilizes emotional states, splitting them into two factors: positive affect and negative affect.

Before more measurement tools, techniques and procedures are emphasized by various analysts in determining and measuring emotional states, Mauss and Robinson's (2009) article will be reviewed; in which they thoroughly elaborate on the most commonly used **measures for emotional responses**:

- Self-report measures of emotion: Here, it is conceived that the extent to which self-reports are genuine vary, according to the kind of self-report. Self-reports of emotional experiences encountered in current circumstances are most likely to be more genuine than self-reports of emotional experiences distant in time from the relevant experience. For instance, trait reports of emotions generally formulated are likely to be less authentic than reports produced directly after an event. Also, it is observed that participants in high social desirability are likely to report inaccurate responses to negative emotional states – due to the fear of being looked down on.
- Autonomic measures of emotion: The autonomous nervous system (ANS) is a general purpose physiological system consisting of sympathetic and parasympathetic branches, which relate to activation and relaxation. The ANS incorporates a huge variety of other functions, such as attention, effort, digestion and not just specifically the function of emotional response. The most often analysed pointers of ANS activation are based on responses, such as the electro-dermal (sweat gland) or cardiovascular (blood circulatory system).
- Brain states, as measures of emotion: It is observed that neuro-imaging studies and electro-encephalography (EEG) are the different methods in determining emotional response in this section regarding brain states. The EEG usually measures opposing activation in large regions of the brain. For example, the disparities between the front of the brain (anterior) and the back of the brain (posterior) in association with the difference between left-sided and right-sided division activation. The neuro-imaging studies, on the other hand, which uses technologies like functional magnetic resonance imaging (fMRI) or positron emission tomography (PET) can identify activation in far more particular brain regions than the use of EEG. Hence, the suggestion that, neuro-imaging methods may be more effective than EEG for unveiling specific emotions in the brain.
- Behaviour as a measure of emotion: This deals with the manner in which emotions influence behaviours. Also, it is opined that emotional states are linked to action temperaments; for instance, an individual experiencing the emotion of fear may run away in certain situations. Alternatively, an individual's emotional state can be reckoned possibly from vocal characteristics (that is the

tone in which one speaks), facial displays or expressions, and whole-body behaviours (that is body postures).

- Startle response magnitude as a measure of emotion: The startle response is a defensive mechanism in terms of protecting against bodily injury; especially the eye. Better still it can serve also as a way to interrupt behaviour, in order to be vigilant to possible imminent threats. The startle-response system is discussed separately; because it is observed to be at the intersection of other response systems (such as behaviour and the autonomous nervous system). The eye blink is considered the most definite indicator that startles this reflex; which is also used to indicate startle magnitude among human participants.

In Plutchik's (1980) case study of his procedure in measuring emotions, eight "primary" emotions are selected: fear, anger, joy, sadness, acceptance, disgust, expectancy and surprise. These basic emotions are considered as universally experienced by individuals; although there is no widespread agreement regarding these primary emotions. He then uses the Emotion Profile Index that he developed previously with Kellerman in 1974, as the basis for the measurement of these emotions. The index includes 62 forced-choice emotion title pairs. Responses are subsequently altered into scales, which represent each of the eight primary emotions.

Izard (1977) also has a distinct yet captivating method of measuring emotions. He focuses on the role of facial expressions in revealing emotions; identifying 10 fundamental emotions, which comprise: interest, enjoyment, surprise, distress, anger, disgust, contempt, fear, shame and guilt. Izard's (1977) Differential Emotion Scale (DES) is then employed to measure these fundamental emotions.

Another widely accepted method of measuring emotions noted by Richins (1997), is the Pleasure Arousal Dominance (PAD) measurement scale. The PAD measurement scale was developed by Mehrabian and Russell in 1974 and is still used for the assessment of emotional response, particularly in the marketing field. The PAD scale is different from the other measures; as it was a blueprint intended to focus more on measuring emotional responses to the environment or surroundings, such as architectural spaces. The PAD is conveniently used in retail environments in assessing consumers' emotional responses within such spaces.

In Lichtlé and Plichon's (2014) case study, they aim to identify as accurately as possible, emotions that are encountered by consumers in visiting a retail outlet; and they provide retailers with an effective, new measurement tool that can be enforced in that kind of environment. However, before they come up with an updated measurement tool, they review the already existing measurement techniques. One of the traditional approaches used they note, is the measurement of the neuro-physiological and biological component. These components play a major role in how individuals experience emotions; therefore, to establish the extremity of emotions, psychologists take measures of cardiac rhythms, respiratory frequency, blood volumes and electro-dermal activity. Regarding particularly the electro-dermal activity, their measurement is purposely to analyse the excitement experienced by individuals in the commercial environment.

A more recently employed instrument is the Galvactivator, a portable glove-like wearable device, which allows the measurement of conductance in individuals and expresses values through light intensity by using an LED. There is finally the measure of expressive components; which emphasize more on the analysis of facial expressions through the use of the Facial Action Coding System (FACS). Lichtlé & Plichon (2014) then present their own model made suitable in the retail environment; proposing a six-dimensional measurement scale, consisting of well-being, escapism, nervousness, pleasure, calm and constriction. The validity of this scale proposed is proven as being satisfactorily reliable and whole by others in the field.

In other instances, Davidson (2000) in doing a survey with his volunteers' feelings, slides them individually into a functional magnetic resonance imaging (fMRI); a machine that tracks the levels of blood oxygenation, in order to identify activities in the brain; ultimately displayed in differing levels of magnetism. In doing so, he finds that people who tend to be happy, have more blood flowing to the left prefrontal region of their brains than to the right side. Last but not least, Kahneman, Diener & Schwarz (1999) came up with "hedonic psychology"; a new science, in which alternatively a research is embarked on to ascertain what makes life pleasing and displeasing for individuals. It is proposed after the experiment, that the best way to judge peoples' happiness is to conduct a detailed account of good and bad moments in their lives. Emotions are critically necessary in human existence; and as such, they should be

carefully analysed in the approach to urban happiness, consumer behaviour or other various fields.

3.4 Drivers of Emotional Well-being/ Happiness

This section gives an in-depth discussion on the various drivers of emotional well-being or happiness. Emotions are stimulated by many factors; depending on our surroundings (external) and sometimes our personality disposition (internal). Diener, Oishi & Lucas (2009) opine that subjective well-being is an extremely broad concept, which entails going through excessive levels of enjoyable emotions and moods, low levels of negative emotions and moods, and favourable life satisfaction. In early subjective well-being, the researchers focused on identifying the external conditions that lead to satisfying lives. Several different lines of research come together in the history of the field of subjective well-being. A major influence on the field came from sociologists and quality-of-life researchers, who conduct surveys to determine how demographic factors, such as income and marriage influence subjective well-being (Diener, Oishi & Lucas, 2003).

Wilson (1967) classified numerous demographic factors, such as health, educational background and marital status that have a direct influence on subjective well-being. Lucas, Suh, Diener & Smith (1999) subsequently came to the realization after decades of research concerning this subject matter, that external factors have rather a limited impact on the subject well-being of individuals. It is still however, very exceptional to consider these external elements, which affect the emotional well-being of individuals; as we observe in modern times that cities are unavoidably stuffed with different individuals, who come together mostly with one common goal – to dwell and thrive together.

In order for these individuals to thrive and be successful, they should possess good mental health (that is, a positive sense of well-being).

Brereton et al. (2008) in dealing with happiness, geography and the environment; consider and illuminate on several varying factors that significantly influence the well-being of individuals:

- **Environmental Factors:** These are factors that pertain to the natural environment and immediate surroundings; and they have a potent way of influencing the emotions of individuals in society. Factors, such as air pollution adversely affect the well-being of individuals; thus creating a healthy, serene environment makes the surroundings more liveable, positively affecting well-being. Similarly, water quality is of the utmost importance in places; as having unclean water can be hazardous to the health of residents, subsequently affecting their well-being in a negative manner. Also, noise pollution, such as aircraft noise, can be a nightmare for residents that live near this phenomenon. In particular, establishing homes near an airport may negatively affect emotions due to the noise of aircraft landing and taking off, although the value of these homes has skyrocketed – due to their proximity and access to the airport. Finally, it is seen that emotions are related to climatic conditions. However, this is all relative; as some individuals may be happier in warmer places than places with cold temperatures; and emotions may be influenced positively with average temperatures in the coldest months for the majority of residents.
- **Micro-economic factors:** Factors in this sphere, such as household tenure, income and employment status directly influence emotions. For instance, with regard to household tenure, the likelihood of owning outright, renting or mortgaging a property may influence the emotional well-being of individuals. People who own their properties outright are more likely to be happy than those either renting, or in the predicament of mortgaging. Furthermore, income is said to be one of the most direct influences on emotions; although this may fade with time. For instance, individuals who have an increase in their salaries may tend to be extremely happy in the early stages; but as time goes on, that happiness may fade away. Lastly, employment status, that is whether an individual is self-employed, a worker or an employee. This may affect his/her emotions based on the contractual terms of the employment.
- **Macro-economic factors:** These are factors on a broader scale that have the prospect of influencing the emotions of people who fall under these circumstances. Unemployment, for example, has an overwhelmingly negative influence on well-being. This similarly is the case of national inflation; where the

purchasing powers of individuals become weak. Happiness is observed to be inversely associated with unemployment and inflation rates.

- Political factors: This is a factor also of major importance; as having a politically instable government would have negative implications on its citizens. The kind of policies set by government leaders would determine how the nation is run; considering that citizens agree with, and receive well these policies. If policies are effectively set, the chances are that citizens' emotional well-being would be affected positively.
- Socio-demographic factors: Characteristics, such as age, gender, marital status, educational status are all possible drivers of emotional well-being. These characteristics mentioned and the category under which individuals may fall is all entirely relative; since they may influence individuals differently. With regard to age, well-being may be high in relation to younger adults than older adults; as younger adults more often than not experience fewer health problems as compared with older adults. Educational status is another factor that plays a major role in influencing well-being; as people with a higher level of educational background are likely to be positively affected; since they are more likely to get employed and earn salaries (though these are not concrete drivers of being happy). This is not always the case, as mentioned earlier; since people with low educational background may also rise up in the corporate world, due to their unique innovations; setting up their own businesses and thriving. Finally, concerning marital status, whether individuals are single, married, widowed or divorced – will all have direct implications on their emotional well-being.
- Spatial factors/ amenities: The use of location factors, or space and amenities in determining the well-being of individuals is hugely important; such as the function of proximity. For instance, with regard to proximity to coasts, it is observed that this has a positive effect on well-being; and the closer residents are to the coast. This diminishes when one moves away from the coast. Similarly, proximity of residences to transport routes, such as railways, major highways is a scenario, which would render mixed responses; as being in close proximity to these may be positive in terms of accessibility, but negative in terms of noise pollution. In respect of commuting time, this is dependent on the population density, and subsequently on traffic congestion. If population density

and traffic congestion is high, this may make commuting times longer, making this unfavourable for commuters; and also the possibility of crime rates increasing; hence adversely affecting happiness. Location of amenities, such as waste facilities also influences the well-being of residents; in this case affecting residents negatively.

In addition, Pfeiffer and Cloutier (2016) note how governments worldwide in recent times have started to realize the role of happiness in society; and as such, they are tending to consider happiness in policy-making. This occurrence they add has consequently led to much data being collected concerning the happiness of individuals within nations and across the world. This has thus led to the emergence of knowledge, regarding the drivers of happiness. Pfeiffer and Cloutier (2016) then categorically elaborate on three general drivers of happiness:

- Individual drivers: Here, it is remarked that what drives much of our happiness is trait-related; meaning the traits with which one is born, or which one acquires over a period of time. This driven source of happiness may be due to genetics; where some individuals are born with a higher level of happiness than others. Nonetheless, people's level of happiness may be influenced positively or negatively through changing life circumstances, such as marital status, employment and earnings. Also, in the religious sense, someone's personal conviction to live a devout life may give greater happiness to that individual. Circumstances, such as the fact that a person perceives that he/she is earning more income than others may give that individual a level of satisfaction, and thus greater happiness.
- Geographic drivers: Here, they discuss how there is an increasing comprehension on how national, state, regional and city geographies play a major role in influencing aggregate happiness; hence, the growing interest in probing the disparities in happiness among these states, regions and cities within the nations. They further opine that most research works are conducted addressing the demographic and socio-economic influences on happiness within geographies; neglecting how these geographic conditions, such as the built environment, may affect individual happiness. Thus, the increasing knowledge in recent times on encouraging the establishment of

“happy cities”; the manner in which cities can be properly designed to accommodate residents, providing the right settings for them to thrive. Elements, such as the culture or population density of areas, the establishments of good schools, parks and open spaces, and shopping centre are hugely beneficial in influencing the happiness of individuals.

- Social drivers: Social capital deals with the social relationships and networks we build. This has a major influence on our well-being and happiness; as social relationships are said to possess a strong positive force on happiness, being massively important to human moods. The concept of social engagement promotes unity and prevents individuals from being isolated in society; which may positively affect their happiness levels. This may not always be the case; as some residents enjoy living alone.

Montgomery (2013) discusses, from a unique perspective, some fascinating variables that aid in influencing happiness and life satisfaction in individuals. He opines that people who live in poor countries get happier, as they get richer due to the natural disposition of the country. This is due to the fact that most individuals in these poor countries are faced with the predicament of barely affording food, security, and shelter for themselves; let alone their children. However, in rich countries, he explains that on some occasions, once people go past the average income mark, they become less happy with every extra earning made; since this happiness wears off over a period of time – a position those in the poor countries would love to be in. He further adds that the environment in which individuals live in is key to their happiness and well-being; factors in the environment, such as sidewalks, street conditions and public spaces.

Finally, Ryff and Singer (2013) rather note internal or personalized factors: such as self-acceptance, having a sense of meaning and purpose, possessing feelings of independence and having the ability to thrive in given environments; serve as important considerations in attaining psychological well-being.

3.5 Spatial Influence on Emotions/ Happiness

People's emotions, behaviours and opinions are influenced by others – this occurrence is known as social influence. However, there are ways through which individuals' emotional well-being and happiness are affected spatially; this section focuses more on this sphere of thought. Spatial influence serves as the measurable link between the features of a landscape and their impacts on people and the ways they use space (Caplan & Kennedy, 2014). This in simple terms has to do with the amount of space individuals find themselves in; and how these spaces influence their emotion; that is, how these spaces make them feel.

Day (2002) rivetingly opines that since it is known that love heals, the lasting effect of heart forces is capable of transforming a place from just something tangibly useful to a healing place; a place inclined to help heal wounds emotionally. Campbell and Wiesen (2010) furthermore maintain that spatial features, such as botanical gardens, parks, community gardens and rights of way are instances of invigorating spaces that influence the happiness of individuals positively. This ultimately points out the essence of having access to the natural environment; as this phenomenon has a way of rejuvenating individuals.

Davidson and Milligan (2004) interestingly note that our bodies are first and foremost, the most immediate and intimately felt geography; hence, individuals need to explore their respective feelings and understand their bodies better; since most of what we do with our bodies and the actions we take are associated with feelings. Without doubt, our emotions matter. They have tangible effects on our surroundings and can shape the very nature and experience of our being-in-the-world (Davidson & Milligan, 2004). Emotions, in clear terms, have the ability to transform our perceptions of life; thus, the environments in which we constantly find ourselves should be carefully monitored; since this easily changes our demeanour. Caplan and Kennedy (2014) express the view that spatial influences should constantly be opened to intrusion and modification; since they are the measuring link between human behaviour and place. They report that in situations where spatial influence of risky features increases the possibility of crime, it is necessary to find corrective measures in these spatial features, so as to subsequently help curb the likelihood of crime dominating these spaces or areas. In other words, areas that are conducive to crime, make individuals to reside in fear; and

they should be carefully analysed with strict security measures put in place to aid in controlling the negative spatial conditions. They also conclude that in the theory of risky places, vulnerable areas located near those spaces of past crime events should also be thoroughly put into consideration, regarding safety and security; to help alleviate the negative emotions residents experience in those areas.

Blomquist, Berger & Hoehn (1988) opine that the quality of life in various urban areas strongly attracts the attention of residents, workers, business managers and policy-makers. The existence of excellent amenities and other factors, such as job availability in these urban areas greatly influences the migration of individuals; since the quality of life experienced is of the utmost importance to these migrants; and also, these are seen as important components of economic well-being. They further add that with wages and rents to be paid by households in these areas, it is relevant for them to maximize their well-being by obtaining the best possible locations, with environmental quality and access to quality amenities being appropriate.

Van Praag & Baarsma (2005) discuss happiness from the perspective of emotions being influenced by noise pollution. A happiness survey is consequently embarked on, regarding airport noise in Amsterdam; and a conclusion is then drawn on how residents' subjective feelings living in this area are influenced negatively by the noise nuisance of aircrafts. A question is ultimately raised (for future research purposes) as to whether a noise-compensation procedure would be prudent for residents in the area for the cause of justice.

There is a strong relationship between bodies and buildings, as building structures and designs play a fundamental role in impacting the emotions of individuals; these are termed ecological buildings. In terms of physical space, buildings thus have the ability to make a difference in peoples' lives and enable them to dwell in happiness. Buildings need forms and shapes, which relate to the surroundings. These create the appropriate gestures: of welcome, of privacy, of activity, of repose (Day, 1990). To validate this notion, a case study was conducted by Kraftl & Adey (2008) to ascertain how buildings have the ability to create, limit and alter the emotions of dwellers. Two buildings were analysed – a kindergarten building, and spaces in an airport – in attempts to decipher how these spaces affect individuals; whether by encouraging, calming or promoting a kind of spiritual experience. It was observed with the

kindergarten building that its design brought a sense of harmonious dwelling, encouraging children to interact happily. In designing the building to fit with the emotions of the users, the main focus was on natural materials, the utilization of the right kind of lights, ambient heating methods, and finally softening harsh corners in the building. All these factors considered assisted in creating a welcoming atmosphere, a sense of homeliness, and producing the appropriate emotions in the children. As concluded explicitly by Kraftl & Adey (2008, p. 219), “the building is effective: it achieves (at least for adult users) the qualities of childlike authenticity and welcome characterized previously”.

The notion of “childhood” (the ways in which children should dwell, should be protected, and should experience a magical world) pervades the kindergarten spatially. The second building – Liverpool John Lennon Airport – which featured a prayer room and a garden as part of its redevelopment scheme, achieved its objective of bringing a sense of relaxation, warmth, peace, and seclusion from the constant noise and movements in the airport. Since airports are characterized as being very busy or chaotic at times, with some passengers observed to be stressed, worried and petrified, due to their flight trips, adding a prayer room to the airport was an outstanding idea; as this enables individuals to pull away from the busy spaces surrounding them. This gives individuals the opportunity to have a quiet, tranquil atmosphere to reflect on their lives, or to interact with themselves or God.

One commented that the room was an “oasis in the middle of such a busy place as an airport.” Similar comments echoed this sentiment: an “Oasis of rest amongst the rush”; a “calming room in a hectic world”; a place to “escape the hustle and bustle”; an “Oasis amongst chaos.” For others, it was a “place away from the strangers.” (Kraftl & Adey, 2008, p. 225). The garden had a similar objective as the room: to produce a serene, calming atmosphere contrast from the hustle and bustle of the airport terminal.

In addition, Akers, Barton, Cossey, Gainsford, Griffin & Micklewright (2012) conducted a visual sensation study, selecting fourteen participants to watch video footage of cycling courses through a red filtered natural environment, an achromatic or gray, filtered natural environment and the unedited green natural environment. It was then observed that feelings of anger were highly present after participants had watched the red filtered natural environment, when compared with the other conditions. However,

with respect to the unedited green natural environment, it was established that there was a lower total mood disturbance and also the feeling of relaxation in comparison with the other conditions. This survey goes to show the positive mental health impact of being exposed to, and interacting with the natural environment; and how this event positively affects the physical and psychological well-being of individuals.

Similarly, Thwaites, Helleur & Simkins (2005) maintained how throughout history the fundamental purpose of outdoor settings has been to incite restorative convenience in people; for instance, people being spiritually uplifted, or by prompting physical and psychological health benefits, as a result of being engaged to these outdoor sceneries. According to them, although at the start of the 21st century, there was a rebirth in urban regeneration with the encouragement of creating more liveable towns and cities to accommodate the urban lifestyle, urban open spaces with the prospects of being restorative were more needful than ever before; and these should be carefully considered globally. The main aim is to potentially strengthen social interaction and beneficial relations with the spatial environment.

Force, Britain & Rogers (1999) like-mindedly expressed that in achieving urban cohesion, the analysis of urban open space is hugely relevant, not just as an isolated unit, but also as a crucial element of the urban landscape for relaxation, and ultimately for the enjoyment of the urban experience.

Surroundings can alter our inner state. They structure our relationship to the world around us - our concepts, relationships, expectations and values. Connection with living processes both nourishes us and makes our responsibilities more visible (Day, 2002). Day (2002) also enlightens that although changing surroundings, or environments, such as going on holiday may impact our emotions positively by relieving us of stress, anxiety, fear and even depression; the environment in which we dwell daily may also re-energize, balance moods, decrease pressure and inspire and motivate us. It is therefore enormously important to create such surroundings, in order to put us in the suitable emotional state to function effectively and be highly productive.

3.6 Emotions in the Retail Environment

This final section takes a step further into what this research study is about, exploring and analysing articles regarding the emotions experienced in retail environments. Retailing atmospherics have been used to create differences across stores, in order to exploit consumer characteristics and the competitive environment (Hoch, Byung-Do, Montgomery & Rossi, 1995). In breaking this down, Bagozzi (1999) indicated extensively how emotions play a fundamental role in the actions of both consumers and the managers; as they have different perceptions and objectives in the retail environment. From the consumers' perspective, it is important for them to obtain their specific needs at reasonable prices. Also from the managers' perspective, getting their products consistently sold and maximizing profits is of the utmost importance. Emotions play a key factor in decision-making for both parties; for instance, managers may rely on the emotions of consumers, to aid them in deciding on measures to take, in order to capitalize on the positive emotions experienced by these consumers, or to mitigate the negative emotional state of the consumers. Also, from the standpoint of consumers, since emotions or moods considerably influence evaluation; being in positive-mood states would enable them to evaluate situations better than in their negative emotional states. It is relevant, therefore, to perceive that the positive emotional states experienced by consumers have a way of subsequently establishing good relationships between the consumers and the retail environments; hence, the managers of retail environments should take these factors into consideration.

Machleit and Eroglu (2000) noted how different emotions may be experienced as a result of being in a retail outlet; ranging from pleasure to displeasure, excitement to calm and even stress to anxiety. However, Lichtlé and Plichon (2014) explain how atmospheres in stores are a primary factor to the emotions experienced by individuals; where there is an attempt to design environments conducive to purchasing, with the intent of influencing the emotional states of purchasers; and thereby subsequently increasing the prospects of products and services being purchased. They further analytically describe the several factors of atmosphere experienced in-store that potentially influence the emotions of individuals. These atmospheric features include:

- Acoustic factors: This includes elements, such as appropriate ambient music, noise or silence in-store; which each play a key factor in influencing the emotions of consumers in such environments.
- Visual factors: This entails the colours, lighting, interior architecture, tidiness and space management; all playing a role in affecting the emotions of consumers that come into the store.
- Olfactory factors: This comprises aromas in the immediate surroundings and the product odours shelved for sale, stimulating the emotions of consumers in the store.
- Social factors: This feature encompasses the sales personnel in the stores, the clients and the crowds present in the store; all having an impact on consumers' emotions. For instance, stores with huge crowds may give a sense of anxiety and fear to consumers present due to the risk of theft.
- Tactile factors: this includes the materials present in the store that can be touched, or the temperature of the stores – all having a major impact. Stores for example that have high temperatures with no air conditioning systems in place will definitely be uncomfortable to shop in, negatively affecting the emotions of consumers that visit the store. Emotional states that may be experienced include anger, stress, nervousness and disgust, as a result of these high temperatures in the stores.

Foxall and Greenley (1999) similarly reveal that the responses of consumers to service environments are associated with their eagerness to spend time and money, to browse, assess and consume products in these retail environments. This therefore raises the awareness of service providers in making sure that the design and atmospheric factors of these environments are appealing to consumers; influencing their emotional states positively, which in turn results in the possibility of increased purchases of products. They maintain additionally how the concept of atmospherics in retail service environments is crucially relevant to the emotional reactions (such as pleasure, arousal, and dominance) of consumers; as atmospherics have the potential of holding consumers' attention long enough to keep them browsing and deciding on what to purchase. Positive emotions experienced by consumers may alternatively build a healthy relationship between the consumers and the retail stores; hence, it is

expedient for retail managers to have sufficient knowledge in this area. Grosso and Castaldo (2015) disclose how retailers continuously look for ways to draw shoppers to their stores, to increase the number of products purchased, and to keep shoppers loyal to the store. This is pivotal; since loyal customers normally have the tendency of being less price-sensitive, drawing new customers to the store, and also always being ready to try out the stores' new or other product offerings. They add that the sales force, however, plays a critical role in creating customer loyalty; as the salespeople should be competent and trustworthy, aiding with customer satisfaction.

Another critical factor addressed in positively affecting customer satisfaction is the store environment or atmosphere and its design layout. Moreover, assortment, which is the mixture of various diverse products sold in the stores; together with periodic sales promotions impacts customer satisfaction.

Research reveals that any kind of shopping may give pleasure to some people; and that some of us seek the pleasurable outcomes of shopping more than others; and that different store environments may influence our emotions (Burger, 2014). Burger (2014) then goes on to describe how creating a pleasurable experience for shoppers is of extreme importance; by focusing on the welfare-oriented shopping, shoppers are provided with a stimulation of their feelings and recreational benefits. This makes them enjoy their time spent there, enabling them most likely to revisit. She concludes that the atmospheric factors that may have an impact on shoppers involve the music, lighting, crowds present, and the ambient scents. Atmospherics are often designed to create a buying environment that produces specific emotional effects that would enhance a consumer's likelihood to purchase. Both the functional attributes in the store (e.g., product type) and emotional attributes (e.g., pleasantness) that a consumer elicits in his/her mind determine a store's personality (Kumar & Karande, 2000). Last but not the least, Donovan and Rossiter (1982) conducted a study employing the PAD emotional state model in a retail setting. They concluded in their research study that two major emotional states dominate in their selected retail environments, with retailing atmospherics playing a major role; and with the two major emotional states, pleasure and arousal, being the notable catalysts of shopping behaviours in the stores. This shows beyond doubt the relevance of emotions in the retail environment; as retail environments should be designed to capture the emotions of consumers in a positive manner.

3.7 Conclusion

This chapter has sought to give a clearer understanding of the field of emotion. The concept of emotions was first discussed; with emotions being classified into different categories. The importance of emotions was also analysed. The next section in this chapter revealed the different techniques and tools for measuring emotions in individuals, followed by an extensive section on the different drivers of emotions; that is those factors that affect the well-being or emotions of individuals. Emotion in relation to spaces was then elaborated on, describing how building spaces have the ability to influence peoples' emotions. Finally, a section regarding emotions in the retail environment was reviewed, explaining how certain features in retail settings influence customers' emotions. Understanding emotions is essential; because this research study seeks to investigate how spaces in regional shopping centres generally affect shoppers' happiness.

4.1 Introduction

Finally, this fourth chapter of the literature review narrows in on shopping centre developments both internationally and in Africa/South Africa; the factors that are considered regarding shopping centre attractiveness, the impact these malls have on the economy and on individuals, as well as on communities/cities in general. Also, the various reasons why individuals of all age groups are drawn to shopping centre spaces. Shopping centres offer structure to people's lives. The fact that people know where the shops are, and how to walk to get there, offers a sense of structure and control to their lives (Burger, 2014).

4.2 Shopping Centre Developments

Malls are established in almost every city and town in modern times; as the retail sector is very important to the economy of countries. This growing phenomenon has become a major part of peoples' lives all around the world; since it serves as a gathering place for individuals of all backgrounds to experience the well-planned environment, so as to impact the happiness of shoppers. Shoppers that tend to have positive experiences in shopping malls would probably return to the same shopping centres; thus, shopping centres are generally established with the aim of first drawing shoppers, then creating and growing loyalty with shoppers for a resulting high turnover.

The shopping centre culture around the world continues to endure, regardless of the huge number of already established shopping centres. This is generally due to the retail evolution sparked by the culture and by the way of living in various countries. It is unorthodox in recent times to find quiet shopping centres during weekends or even weekdays; as shopping centres worldwide are typically packed during weekends for a large number of reasons. This chapter gives an extensive description of shopping centre developments and the concepts that underpin them.

Clur (2006) describes how retail rentals in shopping centres may be strongly consistent during some periods, with rentals maintaining strength of high essence with landlords, and subsequently reaping the benefits of the turnover rental, due to flourishing economic and retail conditions. She further notes how retail vacancies are normally low; also, how blossoming economic conditions have a great positive impact on the retail sector, with low inflation rates, thereby stimulating healthy businesses, consumer confidence and hence, consumer spending.

There are many factors that influence shopping centre sustainability, including rapid population growth; urbanization and densification; an increasing middle-income population; and a growing number of international retail brands that could positively influence the retail trade (Williams, 2015).

There have been concerns, however, on the ever-booming shopping centre developments in countries, such as South Africa, and the saturation of the retail space market; and whether the space growth can be sustained by the growth of consumer spending. Williams (2015) makes reference to Nomzama Radebe's statement, as the president of the South African Council of Shopping Centres (SACSC) reveals that South Africa ranks sixth in terms of the number of shopping centres in the country, with close to a staggering 2,000 shopping centres.

In de Waal and Pienaar's (2016) article, Wilken – Chief Executive Officer of Attacq – explains that in situations where there is an oversupply of shopping centres, location then plays a significant role in curbing this predicament. He says identifying the market gaps in areas is fundamental to shopping centre success; adding that the understanding of the market, and also the demands of specific target audiences being met by these shopping centres is fundamental in dealing with this problem. He finally concludes how the market is seasonal; that as the population increases, there will ultimately be a realization of the value of the already-existing shopping centres in the appropriate locations that cater for the demands of specifically targeted markets.

In summary – most shopping centres worldwide – as long as they are regularly renovated, in order to stay relevant, will always capture a specific market with the constant growth of the population. We see the huge impact that shopping malls have always had on society in Montgomery's (2013) book, dating back to the Roman days, where there was a period during which the Roman city had been degraded with slums

and harsh tenements dominant in the city, having the streets overflowing with refuse and constant noise-making. This situation made events, such as the displays of exotic animals, bloody gladiator battles, circuses and opportunities to shop at Trajan's (the emperor at the time) five-story "Mercato" (said to be the world's oldest mall) the instrument for distraction, helping individuals forget about the predicament they found themselves in.

Vernor & Rabianski (1993, p. 1) gave reference to the Urban Land Institute's definition of a shopping centre, as "A group of commercial establishments planned, developed, owned, and managed as a unit related in location, size, and type of shops to the trade area the unit serves; it provides on-site parking in definite relationship to the types and sizes of stores". One of the fascinations about shopping centres is the creation of space for extensive car parks that customers utilize; sometimes even for entertainment purposes, such as auto shows.

All planned shopping centres typically include an area of sufficient size to provide for customer and employee car parking (Carlson, 1991). A shopping centre is a planned assemblage of commercial businesses that is developed, owned, and managed as a unit. Shopping centres are characterized by a unity of site and architecture, screened service areas, and a planned tenant mix (Vernor & Rabianski, 1993). The International Council of Shopping Centres (2017) gives thorough classifications and characteristics of the various types of shopping centres available, according to U.S.A merits; each of them distinctive by their functions, major tenants and sizes.

The five **general-purpose shopping centres** discussed include:

- Super-regional mall: These establishments are similar to regional malls; but have more offerings in terms of variety and assortment. Usually, with at least three major department stores, their size ranges from 70,000 sqm to well over 200,000 sqm of gross leasable area.
- Regional mall: These are typically characterized by possessing enclosed inward-facing shops connected by common walkways; with the outside perimeter filled with parking spaces. They yield a variety of general merchandize, furniture, apparel and home furnishings, services and recreational facilities. Its size of gross leasable area is over 30,000 sqm.

- Community/Large neighborhood centre: Here, they possess a small department store in addition to supermarkets. Typically, they have a broader range of apparel and other soft goods offerings than that of neighborhood centres; and they have the characteristics of a strip mall, with the shops being in a straight line, "L" or "U" shape based on the site and design. The size ranges from 15,000 sqm to 30,000 sqm of gross leasable area.
- Neighborhood centre: This establishment is purely convenience-oriented; selling convenience goods, and personal services. In other words, it is usually anchored by supermarkets that provide the daily living needs for residents in the neighborhood. The gross leasable area ranges from 5,000 sqm to 15,000 sqm.
- Strip/Convenience centre: This type of shopping centre is normally characterized by an attached row of stores or service outlets, with parking spaces located in front of the shops. Strip centres, however, do not have enclosed walkways linking stores like regional or super-regional malls; and the gross leasable area usually does not exceed 5,000 sqm.

Furthermore, Carlson (1991) additionally notes and describes other shopping centre types, normally referred to as **specialized-purpose shopping centres**. These include:

- Power Centre: These establishments are open-air centres, which normally consist of three or more anchor tenants, generally occupying about 80% of the total area of the centre. These highly dominant anchors may consist of hypermarkets, furniture and home-furnishing stores, hardware stores and discount department stores. They are usually established close to major highways; with the gross leasable area generally planned to be more than 20,000 sqm.
- Factory outlet: These developments may be either open air or enclosed. These purposely built centres incorporate different distinguished retailers and manufacturers' stores selling brand names, and quality products at discounted prices. Their sizes range from 4,500 sqm to 40,000 sqm of gross leasable area.
- Vertical/mixed-use development: These creative establishments have been apparent the past few years and should be dominant in cities globally, wherever

there is a demand for street-front retail and commercial activities; as they are convenient, with the efficient use of land space. These high-rise structures are characterized by their diverse range of community facilities such as parking, hotels, offices, apartments, and theatres – along with retail stores at many levels.

- Specialty centre: This kind of shopping centre is characterized predominantly by restaurants and drinking establishments; replacing the conventional shopping centre anchors. They are usually located near or within central business districts; and they have the ability to attract consumers from a wide area due to their unique set-up.

Beyard, Corrigan, Kramer, Pawlukiewicz & Bach (2006) conceptualizes that the shopping centre industry is an essential offering to the consumer culture worldwide; as the individuals that visit these shopping centres are frequently blown away by the extraordinary selection of fashion and specialty merchandize in their “climate-controlled splendour”, giving consumers the best of experiences. These establishments that are said to be unique and unavoidable in the lives of individuals around the world; they are planned and built considering a wide array of factors; some including determining the demographics – that is identifying the income levels and dominant age group/gender/level of education of the residents in particular areas, obtaining the right tenant mix, perceiving the emergence of residential areas (that is how fast these residential areas are growing, which will subsequently be a target market); and also generally reading the economic climate in the particular country.

The developer's responsiveness to the perceived vacuum and the retailer's acceptance of the shopping centre concept was the foundation of the shopping-centre industry (Carlson, 1991). Beyard et al. (2006) critically opine extensively on how circumstances that led to the rise of shopping mall developments decades ago are not the same as in modern times; and as such, these changes in circumstances should be reconsidered and assessed carefully. Some of the conditions that have changed over time are disclosed by Beyard et al. (2006). They include:

- How the market for shopping malls is saturated in recent time, with a few upcoming malls being carefully constructed only as a result of their feasibility;

with large tracts of land available for the development of shopping centres becoming increasingly difficult to secure. In summary, how new markets also are limited in modern times when compared to the era when shopping malls were scarce and in emergence.

- Also, due to the fact that most malls decades ago were built at the edge of metropolitan areas, which now are heavily embedded in the heart of urban surroundings as a result of urban expansion; these shopping malls may find themselves in trade areas, where the demographics are less beneficial, or in busy environments like central business districts, where major redevelopments and expansions would be very complex to undertake.
- Also, the presence of retail competition; with more and more retail strategies springing up with new, creative delivery channels and internet shopping taking over the scene, shopping mall environments should upgrade to become even more appealing to the lifestyle of consumers. This should be done so that the focus is not changed to merely browsing shop products in the malls from the comfort of homes online, but also enjoying a pleasurable and safe shopping outing.
- Furthermore, they state how family structures then have changed as compared to modern times, with the configuration of shopping centres more favourable to the traditional households, which were dominant decades ago. Non-traditional households including single-parent families and same-sex marriages having been on the rise in recent times and being more cosmopolitan, have different shopping expectations compared to generations earlier; and as such, shopping-centre managers should take this into consideration.
- It is also seen how most shoppers in recent times yearn more for an outdoor, street front shopping encounter, in addition to the standardized, shopping centre layout, designs and finishes offering welcoming environments with a variety of stores to visit by these shoppers; thereby giving them an even better shopping experience due to the shopping malls' altered, unique configuration.
- The growth in population over the years leading to an increase in traffic congestion is another factor that should be considered; as most shopping centres are faced with situations, where they are located at points that are not

walker-friendly; but they should be frequently accessed by automobiles and public transport modes, often creating traffic congestion.

- Finally, the depletion of various department store anchors has subsequently restricted the construction of new shopping centres. This is due to the fact that these new shopping mall establishments rely more on these department store anchors to draw consumers and thrive.

It is therefore important that shopping centre stores' design and features constantly adapt and change in line with the needs of shoppers; as their tastes and preferences also change over time, in order to draw shoppers and earn their loyalty.

Beyard et al. (2006) reveal some factors to consider when renovating already-existing shopping centre establishments; as they explain that shopping centres need to constantly stay competitive by considering features, such as new designs and parking configurations, well-planned tenant mixes, mind-blowing exhibitions, welcoming public environments, with excellent amenities, and the right anchors, in order to appeal to the target market. These factors entail first getting a thorough mastery over the shopping centre sites' position in the competitive local market.

Furthermore, whether these re-developments are financially feasible and realistic; a notable modern redevelopment option may include designing a combination of indoor and outdoor centres, giving consumers a distinctive outdoor experience, as well as a great indoor shopping deal. Developers across the world, when refurbishing malls should break boundaries by being innovative with their designs and creative mall atmospherics, giving shoppers a compelling treat with each visit. Better noted by Khodorkovsky and Brogan (2014, p. 49), "In today's market, a centre cannot expect to survive if a customer simply parks, enters one store, buys an item and leaves. Consumers should have a reason to stay and experience everything the centre has to offer".

As Dirk Prinsloo Snr. also intriguingly opines in the article of de Waal and Pienaar (2016), analysing the middle market is extremely fundamental in impacting shopping centre development. The higher the increase in middle markets, the more there is the need for more retail developments. The middle-market shoppers are those individuals that are neither well-heeled nor poor; but they are very well capable of meeting

effectively the needs of retail tenants. Shopping centres hence need to remain competitive, in order to draw these shoppers. Creating a mall that has a welcoming environment, and 'feels right' is therefore required to ensure that return visits by shoppers occur after being in this space.

4.2.1 Shopping Centre Development Attractiveness

It is important to grasp generally the design factors of a shopping centre development; assessing the elements that constitute the physical space and the layout of malls. Assessing these factors may then be translated into observing whether these shopping centre spaces impact the happiness of shoppers. Retailers provide convenience in the form of temporal and spatial utility, in order to facilitate possession utility. Because consumers' time and effort are finite resources, retail environments should be designed accordingly, if they are to secure patronage (Clulow & Reimers, 2009).

The prior statement therefore reveals that the attributes of shopping centres, that is the design factors of shopping centres, contribute to the importance attached to retail convenience by shoppers. Shoppers would be drawn to shopping centres that have a welcoming atmosphere, and suitable design factors that include elements, such as the layout of walkways in the malls, the inclusion of natural lighting in the mall spaces, and also parking designs of the malls. Singh and Sahay (2012) also opine that image and attractiveness are indispensable; as these two go hand-in-hand. They reveal therefore that shopping centres that have attractive elements to them in most cases form a positive image, which results in an increased foot count, as shoppers in general are drawn to shopping malls that appeal to them.

The more positive the image of a shopping centre is, the higher is the probability that customers will visit it and do shopping. Customers choose a place for shopping, whose image is closest to the supposed ideal (Gudonavicien & Alijosiene, 2013).

There are different elements to shopping centres that render them appealing to the public; and these elements or design factors are vital and should be carefully taken into consideration. Singh and Sahay (2012) in their research study assess the

attractiveness and performance of shopping centres in India, based on shoppers' perceptions. Singh and Sahay (2012) use the following main factors to measure the attractiveness of shopping malls, as perceived by consumers:

- **Ambience:** This focuses more on the look and feel of the shopping centre; since atmospherics in shopping malls play a major role in affecting shoppers' emotions. This deals with factors in the malls, such as illumination, background music, ambient olfactory sensations, landscaping, and temperature control. These factors all contribute largely to the overall atmosphere of mall spaces.
- **Physical infrastructure:** This deals with features, such as the open space in the mall, the size of the shopping centre in general, the breadth of the walkways, how the walkways in the malls connect, the parking spaces and designs, and the size of the atrium.
- **Convenience to shoppers:** This comprises factors, such as the ease of locating and using utilities (water, electricity) in the mall, the general layout of the walkways in the mall; whereby shoppers get around easily and conveniently, easily accessible lifts and escalators, and in general, the proximity of the shopping centres from shoppers.
- **Safety and Security:** This generally prioritizes the safety/security of shoppers; establishing appropriate speed limits in parking spaces to avoid accidents, ensuring that the shoppers are not exposed to potential hazards, like wet floors, shoppers' safety while browsing stores and shopping, and security against acts of terror, like robberies. This factor plays a fundamental role in impacting consumers' emotions; as shoppers always want to feel comfortable and invulnerable while in malls.
- **Marketing focus:** Shoppers are certainly drawn to the attractive exteriors of buildings; although this may vary from one shopper to another. Attractive exteriors, together with store signages help to impact shopper happiness. Other factors, including the diversity of tenant-mix, promotional schemes and events conducted by malls; all play roles in drawing shoppers and impacting their happiness.

Mikolajczyk, Borusiak & Pierański (2012) also discuss the factors used in assessing shopping centre attractiveness in Poland; in other words, those attributes that give

shopping centres that spark, in order to attract customers. The four main categories analysed by Mikolajczyk et al. (2012) are:

- Commercial offering of shopping centre: In this category, factors considered include where the shopping centre is located, making proximity for customers convenient. Also, the ease of access to the shopping mall and parking in the mall; that is the number of entrances into the mall and parking availability, and access to public transport to and from the shopping centre, remains a major factor to be considered; as this contributes to the foot count of the mall. The variety of stores and tenant mix in the mall, determine also the kind of customers drawn into the mall, as the quality of products offered in stores is fundamental to the shopping centre turnover, as a whole. The availability of entertainment options, and the access to free internet in the mall may result in increased foot count, as well.
- Aesthetics and orderliness of shopping centre: Factors focused on in this category include the architectural design of the shopping centre; cleaning and maintenance of car parks, corridors and aisles, toilets and other spaces in the shopping centre; the loudness, and kind of music played in the mall; the ventilation and availability of rest areas in the shopping centre, all contribute to shopping centre foot count, thus they should be carefully actualised.
- Politeness of employees: This factor is so detrimental to the reputation of the shopping centre. Customers offended by the services or attitudes or actions of employees can go a long way; when considering the accessibility of social media, shopping malls could be reviewed negatively, thus negatively affecting the attractiveness, and ultimately the shopping centre foot count. Employees in the shopping mall range from the security staff, cleaning staff, the management team, and staff of the various stores.
- Promotional activities: The kind of events introduced in the mall, and how often events are conducted may impact the foot count of the centre. Also, the public relations function contributes greatly to the reputation of shopping centres; that is the regularity of activities initiated to engage the local community.

Shoppers' tastes and preferences change over time hence the managers of shopping centres should keep updated with new trends concerning design factors, so as to not lose touch with the needs and suitability of consumers; the importance of refurbishments of shopping malls over time cannot be stressed more; as this helps malls to remain relevant. Successful retail investment will require constant monitoring and adequate response to changing consumer behaviour and the needs, in order to achieve and sustain competitive advantage and long-term profitability (Wong, Lu & Lan Yuan, 2001).

4.2.2 Development of Shopping Centres Internationally

The retail sector has become an integral part in the lives of many, as well as in the economy of countries due, to its growth over the years. Shopping centres continue to impact the level of happiness in peoples' lives. There are so many shopping centres around the world with different architectural designs, different brand-name stores and anchor tenants; ranging in size from millions of square metres to a few thousand. All these establishments offer the public the opportunity to shop for a variety of products available, and also to have a great shopping experience.

This section seeks to look at shopping centre developments in the various continents, revealing the dynamics to these development concepts in each selected country, as case studies over the years.

Cutait (2013) reveals great insight to the Brazilian retail market, noting how there is much engrossment in the Brazilian shopping centre market amongst foreign investors and international brands. This interest emerges from the fact that there has been a large growth in retail development over the past decade, with shopping centre stock at 457 as at the year 2013; obviously even more being built to date. He captivatingly explains how, in order to enter and thrive in the Brazilian market; a number of important factors need to be thoroughly considered. These include:

- Understanding the entrepreneurial structure and perceiving how companies strategize, in order to maximize profits. It is observed here how most entrepreneurs in the shopping centre industry in Brazil are as a result of family

legacies, with children being up-skilled on how to manage and govern these firms.

- Also looking at how various investors have experienced success, the Brazilian retail market over the years; for instance, looks at how investors strategized on using pension funds as a means of investment to retail projects, which in the end yielded success. Another strategy perceived is the formulation of joint ventures, with international companies forming an alliance with local entrepreneurs, as they are equipped with knowledge in terms of logistics in the country.
- Another factor to consider is the manner in which retailers function, considering the competitiveness in the field, with various retailers taking advantage of the ever-improving technologies accessible. A major challenge, however, facing these various retailers in Brazil is the insufficient transportation infrastructure all across the country; making it problematic for the transferring of goods and freight costs.
- Furthermore, it is important to review the various franchise establishments, and how they are installed. According to Cutait (2013), commencing franchise establishments is nothing short of a simple task, as regulations are not as strict, but rather flexible.
- In addition, the qualifications and expertise of employees are equally relevant and should be considered. In exploiting employee development, training and education, this would hugely improve the working and performance productivity of employees in the retail industry; subsequently improving the economy ultimately, thus making the retail sector one of the major contributors to the economy.
- Another factor to regard is the consumer behaviour; as workers' salaries and accessibility to the products desired by these consumers are fundamental to the success of retail outlets and their expansion as well. Creating suitable environments for happy shoppers is relevant, as they would be more likely to return to malls that have given them a great experience.
- Finally, it is essential to obtain in-depth knowledge of the Brazilian government requirements in setting up shopping centres, in order to avoid future hiccups when the project commences. For instance, how it is essential to acquire

licences and permits in favour of business endeavours. Or obtaining extensive comprehension of the Brazilian tax system; as it is seen that the Brazilian tax system is usually burdensome to most companies that are success-oriented.

Moreover, the article published by International Outlet Journal in 2015 reveals how there were just seven outlet centres all across Brazil as at 2015; opining on how outlet centres are convenient for customers; as these products are normally sold for rather less – due to the risk of these products being slightly damaged; hence, the increasingly high demands for these types of establishments in the country.

Analysing shopping centre developments in China, Ng (2003) described China as having the largest retail market in Asia, with alternatively the most prominent consumer confidence score all across Asia as at 2003. He further explains how retail developments boomed in key cities in China, due to their highest per capita income and population in China. These made developers target these regions, in order to capture their specific market and subsequently thrive. Cities, such as Shanghai, Beijing and Guangzhou are places that have shopping centre developments dominating. It is noted also how retail development activities are thriving in secondary cities in China, such as Nanning, Dalian, Wuhan, Xian and Chengdu.

The emergence of retail developments in these places is as a result of their vibrant economic growths; observed as being promising areas for economic developments in future, hence providing an opportunity for investors to capitalize. Guo (2008) opines that the first generation of shopping centres in China in the early 1990s were developed in pivotal cities; namely Beijing and Shanghai, due to their geographical size and population. These developments focused on the fundamentals, such as the design planning, leasing, operational management and tenant mixing. There were however difficulties encountered by the shopping centre establishments in generating profits; mainly as a result of insubstantial consumer spending power and lack of consumer preferences. Profits subsequently started to increase through effective tenant mixing, selecting appropriate tenants and establishing more suitable parking arrangements.

The second generation of shopping centre developments transpired in the twenty-first century when the economy of China had matured and there was rapid growth in urban

development. These shopping centres continue to thrive with rapid commercial success, as a result of capturing a wide target market, thereby drawing several investors. He then observes the major challenges that shopping centres face; some include developers' lack of clarity and understanding of their target market, resulting in market saturation. Another challenge is the emergence of new types of shopping centres being established, such as power centres and outlet centres, resulting in strong competitiveness in this sector and smaller catchment areas.

Moreover, Hall (2016) highlights how China has more than 4,000 shopping centres, with 7,000 shopping centre developments to be established by 2025, according to the Chinese Academy of Social Sciences (CASS). This stresses the saturation of shopping centres, as against the demand for products. She further reports on China's largest of e-commerce market, still rapidly growing, slowly overshadowing the traditional brick and mortar retail businesses. It is suggested that shopping centres therefore utilize the concept of e-commerce, in order to further thrive and generate additional profits. It is also observed that the oversupply of these shopping centres is due to the unacceptable practices of the regional governments; in which they encourage developers to establish reputable shopping malls in exchange for residential retail permits.

Hall (2016) concludes that in order for shopping centres to thrive in these competitive conditions, they would have to propose a combination of retail, food and multiple entertainment services (both appealing to the young and old) and creating world-class atmospherics in the shopping centres that would consistently attract consumers.

Moss (2007) gives an overview of shopping centre performances across Europe, noting how Europe is undergoing a tremendous boom in shopping centre development. He explains that European countries have developed each at a different pace, stating how early developments started predominantly with Western European countries – such as the United Kingdom, France and the Netherlands – in the 1970s and 1980s. Developments subsequently spread through to Southern Europe in the 1990s, followed by Central Europe. Eastern European markets, he observes being large and underdeveloped, are now the ideal destinations developers are being attracted to. He further relates the increased shopping centre developments in Southern, Central and Eastern European countries to their maturing markets and

quickly emerging economies. However, he detects how shopping centre projects in Western European countries are more focused on regenerating town centres, due to the complex planning laws in constructing shopping centres in new spaces out of town. Finally, focusing more on Russia, he links the rise in the nation's development to their economic growth; describing how the retail sector supported by the government has been fundamental to Russia's impeccable economy, also assisted by the high price in oil and gas, and more importantly the withdrawal of the sales tax concept and the implementation of the flat rate income tax set at 13%, resulting in retail profit margins skyrocketing.

Khodorkovsky and Brogan (2014) maintain how retailers, shopping centre developers and investors are drawn to the Russian market, despite the conflicts with the Ukraine, demonstrating the increased affluence in the country. With American and European retail brands, such as Disney, Zara, H&M, Chanel, and Ralph Lauren all active participants in the Russian market, this gives consumers a wide variety of options to purchase products, thereby increasing profit margins and the return on investments from the developer's perspective. It is also noted that the designs that mega malls possess in Russia are identical to those of the malls established in the U.S.A in the 1980s and 1990s; but with better finishes and high technological advancement.

They further observe how, unlike the American and Western European markets with customers' broad retail delivery options, such as the internet and catalogue sales, consumers in the Russian market fancy on-site purchasing, due to the ineffective and untrustworthy nature of their retail delivery methods; with problems including poor credit-card utilization and mail services.

In the U.S.A, the shopping centre culture continues to flourish, with many new shopping malls being planned and developed annually. The shopping mall is the quintessential American contribution to the world's consumer culture. It has been praised by the millions, who find an unmatched selection of fashion and specialty merchandise in its climate-controlled splendour; and it has been vilified for promoting both suburban sprawl and the decline of downtown shopping districts and mom-and-pop stores (Beyard et al., 2006). Narrowing down to a specific state, Bergsman (2017) reports on the retail climate in Des Moines – Iowa's capital city. He opines on how Des Moines has been one of those fluctuating cities in terms of population growth,

increasing and decreasing over the years. In recent years however, the city has undergone a pivotal transformation with regard to the healthy disposable incomes of residents, population growth, employment opportunities and rapid development. This has in turn resulted in a huge pool of national retailers being drawn into this emerging market.

A similar situation is addressed in Johnson's (2012) article, as the U.K. based company McArthurGlen took a bold step adventurously venturing into the North American shopping centre market – specifically in Vancouver – to undergo their retail escapades. This was an opportunity grasped, as the company partnered with the Vancouver Airport Authority, establishing the outlet mall just adjacent to the airport, catering to those that visit the country, as well as residents in the surrounding area.

Johnson (2012) then opines on how this is the company's first project in the North American territory; noting how the company is very confident in terms of their retail expansion assessment; since the appointment of the very experienced and highly skilled senior vice president of leasing, Andrew Schulman, considering the fact that he is no stranger to the North American retail market.

It is now evident more than ever that there are numerous shopping centres established in most cities and towns worldwide, ranging in different sizes and designs. These shopping malls offer various shopping benefits; and they make an effort to cater to the specific needs of targeted markets, drawing customers accordingly. It is clear that the retail sector has globally developed in recent years. The retail sector is internationally important, as it impacts countries economically.

This is a similar circumstance, when prioritizing on African countries; as the continent's retail environment continues to thrive.

4.2.3 Shopping Centre Development in Africa/South Africa

Shopping centres continue to spring up all across Africa, having major impacts in societies and on the economy of many countries. This modern trend of establishments is fundamental; as this reveals the progressive culture of shopping centre importance all around Africa; and this phenomenon also continues to draw more foreign investors

and international brands, catering even more to the needs of various shoppers. This goes to show the relevance of shopping centres; as shopping centre visits have become a fundamental norm to individuals all across Africa.

Ford (2016) discusses the retail climate in Africa, noting how shopping centres in most Eastern, Western and Central African major cities are a relatively new attribute in the retail field. He then refers to Knight Frank's Shop Africa 2016 report, stating how Kenya, Namibia and Botswana come after South Africa in terms of retail space. An observation is then made on how Lagos (Nigeria) lags behind in retail floor space – coming 7th on the list; despite its large economy and enormous population of 22 million (in just that one city), further indicating the positive prospects of Lagos drawing in more retail investment opportunities.

Another discovery is the promising future of Maputo (Mozambique) in terms of retail investment and development, with its remarkably growing economy and insufficient retail space due, to the prolonged years of civil war, hence underdevelopment. Finally, he focuses also on Addis Ababa (Ethiopia), surprisingly trailing behind in terms of retail development, in spite of its strong economic growth; but this predicament is noticed to be as a result of the sturdy restrictions on foreign investment.

In reviewing the International Council of Shopping Centres (ICSC) World Summit that took place in Cape Town, Boswell (2007) highlights some of the issues raised, for example, discussing how delegates from Botswana, Ghana and other relatively advancing countries criticized foreign investors for taking advantage of the welcoming opportunities in these countries; and consequently, shunning troubled areas in Africa, refusing to invest there. One reason for this act, as Boswell (2007) references George Jautze (CEO of Netherlands-based ING Real Estate), is the inability of these deprived countries to spend resources on marketing strategies concerning the opportunities prevalent, in order to draw foreign investors, then help impact their GDP growth.

Narrowing down to the South African shopping centre environment, Ford (2016, p. 26) subsequently describes this conception more appropriately, quoting "Arguably Africa's most developed economy, South Africa boasts 23 million square metres (sqm) of shopping centre retail space with approximately 2,000 malls, in comparison with just 3 million (sqm) total in the rest of sub-Saharan Africa". This exhibits a vast dissimilarity in shopping centre development between South Africa, and the rest of sub-Saharan

Africa. This subsequently confirms how much of an impact shopping centres have on shoppers; as they visit for various beneficial reasons; and how lucrative shopping centre developments may be for developers and investors, as they reap huge retail profits from annual sales.

Burger (2014) bases this phenomenon on the fact that shopping centres add significant value to individuals' lives; although in certain occasions, they pose problems in the lives of people. She elaborates on problems, such as individuals shopping excessively out of depression and anxiety; this, she notes, is known as compulsory shopping. This is observed to result in issues, including peoples' finances being impacted negatively or difficulties in relationships.

On the bright side, however, shopping centres are said to enhance individuals' lives: for example, how even the elderly feel more comfortable and safe visiting these spaces. Also shopping centres mostly serve as ideal environments for entertainment and leisure; a place where people come together with primarily a common purpose – to have fun and to enjoy themselves.

This love individuals have for shopping centres is seen, according to de Waal and Pienaar (2016), when Midrand's Mall of Africa first opened, drawing a staggering 122,000 shoppers, who utilized the opportunity to obtain opening special packages, and going into new store brands, such as Hugo Boss, Armani Exchange and Versace Collection – for the exciting experience. It is no wonder with property fund Attacq's strategic placement of the shopping mall, and all the hype surrounding Mall of Africa's grand opening, they add that it is anticipated that the shopping centre is likely to generate revenues of R4 billion yearly after four years of operation.

This is due to Wilken's (CEO of Attacq) perception in this same article that the Mall of Africa will continue to dominate that region, given its great location and enormous retail space of 130,000 sqm; as de Waal & Pienaar (2016, p. 39) specifically state, "The scale means that it would be difficult, if not impossible, to develop another mall of a similar size in the surrounding area, particularly given that Attacq plans more development".

Its dominance could also stem from the fact that it is regarded as an infill development, with its location near middle-to-upper income households; it is also situated around

where residential developments are growing rapidly, and even better, with no similar malls to the Mall of Africa's stature located within 10km of its establishment. People love malls; but it should be understood that the managers of these malls need to strategize on securing the loyalty of shoppers, so as to increase turnovers. The mall spaces play a significant role; and they should be such that, they influence the return visits of shoppers.

On the contrary, there are rare situations, where developers of shopping centres get it all wrong in the planning phase, consequently affecting retail sales, due to the dipping of foot counts in these malls and high vacancy levels. Muller (2009) comments on the leaked confidential report from Stanlib's property franchise, that discusses shopping centres that got it wrong. These issues then led to a slide in foot counts and high tenant vacancy rates. One of the pointed-out malls was Maponya Mall, which was noted that its developers in trying to create a shopping concept similar to that of Sandton city in Soweto, failed to take into consideration the culture and demographic differences.

Another identified mall was Bel Air shopping centre, with its developers surprisingly failing to acquire the appropriate zoning rights on the land; as a result, making it unappealing for tenants to reside and remain there. Moreover, with problems, such as Design Quarter (Fourways) shockingly forgetting to install escalators, and with just one set of lifts wrongly located in the centre; and Atholl Square shopping centre inconveniently positioning Spar at the basement – to the detriment of ground floor shops, making shoppers drive straight to the basement parking, shopping at Spar and leaving without other shops drawing their attention; it is no wonder these shopping centres experience unsatisfactory foot counts and high vacancy levels.

In addition, concerns are also constantly being raised on how there is an oversupply of shopping centre developments in South Africa. Muller (2008) raises some remarkably intriguing points in her report, making reference to the opinions of very prominent individuals knowledgeable in the area of shopping centre developments. She firstly opines on how national retailers no longer hurry into new shopping centres, solely for the reason that their competitors beat them to secure a space in the malls.

In the same article, she further explains, referring to the real estate MD at the Mr. Price Group – Greg Azzopardi – who notes that retailers are now very thorough about the

sites they secure. An effective market research is being conducted, in order to determine where retailers would reside. Paul Simpson – CEO of RED Developments – in this same article, however, disagrees with the notion that shopping centres have reached a point of saturation, stating how there are millions of emerging, overly ambitious consumers that have entered the market eager to shop regularly.

He further analyses that although there are areas, such as Fourways, which have experienced an enormous expansion concerning retail development, the ever-expanding population is likely to catch up speedily with the growth of retail development. He interestingly adds that the over-development of retail centres in these areas (such as Fourways) may stem from the fact that because aged shopping centres have not been upgraded to suit the modern needs and kept up with the times, developers have capitalized on this predicament, introducing thrilling shopping opportunities, which cater to present consumer needs; hence more retail centre options in these areas.

Dirk Prinsloo (from Urban Studies) in Muller's (2008) report finally notes that the problem of oversupply of retail space was raised as long ago as 1969; and it is clearly based on misplaced fears. He nonetheless opines that the emerging growth of new residential areas may consist mostly of well-off households capable of spending in these shopping centres, which are regarded as wrongly situated currently, helping generate satisfactory returns on investment in the forthcoming years.

Shopping centre developments should not be overlooked; as they contribute to the growth of cities and economies in various ways.

4.3 The Impact of Shopping Centre Developments

Shopping centres around the world continue to have beneficial impacts on the lives of individuals, and also on the surrounding areas as a whole. These establishments go so far, as assisting with GDP growth of nations in the retail sector. This is evident that shopping centres when planned and established rightly have tremendous benefits in general. On the contrary, they may sometimes negatively influence encompassing regions. Mitchell & Kirkup (2003) highlight the significant role that retail developments

play in urban regeneration in parts of UK cities, stating that these developments may lead to safer streets, reduced crime rates, gaining shopping centre access efficiently with or without the use of cars; or the struggle to find parking space and finally promoting social interactions.

Knowles (1975) concludes that when developing regional shopping centres, elements, such as population growth, urban expansion, economic growth, traffic planning and allowance for the access of cars, public transport, and individuals walking should be carefully reviewed. This section focuses on the kinds of influence shopping centres have in areas and on the economy in general.

4.3.1 Impact on the Economy

Williams (2015) makes reference to Mike Kercheval's (former CEO of ICSC) comments concerning the major contributions shopping centres make in the economy. He opines that shopping malls create a huge platform for job creation, as tenants that commit to leases in the shopping centres acquire employees. Shopping centres on their own create opportunities for employment, as these establishments have to be managed efficiently for sustenance. He further explains how shopping malls generate fiscal revenues from the tenants' sales turnover; and property taxes, assisting in the growth of economies. With regard to retail sales, however, Zandile Makhoba (Head of research at Jones Lang LaSalle) in de Waal and Pienaar's (2016) article takes a conflicting view, observing that with inflation and interest rates gradually increasing, consumer spending will drop, leading to retail sales growth being stagnant in the short to the medium term. This will impact the South African economy negatively. Williams (2015) finally notes how shopping centres are massive drivers of residential markets and establishments of communities, moreover raising their values. In clarity, Mike Kercheval in William's (2015, p. 12) article specifically states "it is rare that you build a shopping centre and property values around that centre don't increase". Ford (2016) conceptualizes that shopping centres across Africa continue to attract international retail chains in increasing numbers, due to the rapid economic growth in sub-Saharan Africa; and also aiding in the blossoming of local construction companies.

This was perceived in the development of the Mall of Africa, where retail brands, such as Zara Home arrived on the scene in South Africa for the first time, according to de Waal and Pienaar (2016). The drawing of international retail chains helps in creating job opportunities for the locals, aiding in economic growth. Additionally, local construction companies are given the opportunity to develop and manage shopping centres, find themselves thriving and expanding in precincts, providing great development prospects for their nations.

4.3.2 Impact on Communities/Cities

Again, the matter is addressed in Ford's (2016) article how shopping malls contribute to the creation of communities. He recognizes how the surge in retail establishments in South Africa has led to part of what was termed 'the white flag': this is where well-off South Africans living in inner-city areas migrated to the suburbs, due to firstly the violence that predominantly occurred in the city centres. The relocation was facilitated also by the new shopping centres that erupted in urban peripheries.

Ford (2016) also fascinatingly indicates how the establishment of shopping centres in South Africa has escalated the country's car culture; as malls developed are situated in areas that are unfavourable being reached largely by foot. Most of these areas are dangerous, in the sense that there are basically no pedestrian accesses, thereby increasing the rate of accidents to those that cross these busy roads to reach the malls.

Finally, according to Ford (2016), it is observed in recent times how shopping centres integrate residential developments, as well creating more value and attraction in response to meeting the demands of their defined target audience. He notes how recent retail projects in Nairobi (Kenya) – Rivers Mall and Garden City Mall – both have residential elements attached to them; and this has helped to generate profits.

In de Waal & Pienaar's (2016) report, a similar opinion is expressed in discussing the Waterfall City and the Mall of Africa development. It is expressed that the next phase of the Waterfall City development project – adjacent to the Mall of Africa – is the construction of further residential units, creating the environment for individuals to live, work, play and shop. The fusion of residential units to shopping centres, however, has

its pitfalls: it may distinguish the reputable, successful, car-owning individuals from the other groups, creating division, a sense of injustice and jealousy, subsequently leading to theft cases and other related crimes.

Knowles (1975) discussed some earlier impacts that regional shopping centres had in the United Kingdom. According to him, retailers increasingly desired setting their units in cheaper areas that were outside town centre locations, rather than establishing their units in the city centres. This act was due to the fact that, this was around the period when the population began shifting to the suburbs, away from inner urban areas; hence, the opportunity for the development of suburban regional shopping malls for both durable and non-durable goods; catering to the needs of the targeted market. However, local authorities, property owners and business interests at the time held a contradictory viewpoint, expressing that the renewal, upgrading and preservation of city centres was rather of the utmost importance. Their claim was that so much had already been invested in these town centres and the shift of focus in development from city centre areas to suburbs would lead to the deterioration of already existing structures.

Furthermore, another interesting point raised by Knowles (1975) was that newly developed regional shopping malls were of great importance in terms of economic growth; as they were seen as a valuable asset to the community, an avenue for employment opportunities, and the supplier of revenue from property and sales tax. The thriving of the brand new regional shopping centres, generating high retail sales, nevertheless, caused a major strain economically on the performance of nearby retail centres. Great stress is laid on the need for a shopping centre to fit in with the urban scene, and to be a good neighbour – from an environmental point of view.

In addition, bus stations or lay-byes are incorporated, and the larger schemes have an underground or rapid transit system included (Knowles, 1975). It is apparent therefore that shopping centre developments have a major impact on cities; thus, it is significant for these mall establishments to complement city formation and attract residents. Another important factor is how shopping centres in their vicinity generally create effective transportation infrastructure, with well-organized accessibility to them.

A perfect example concerning how retail developments impact cities or communities is found in Mitchell & Kirkup's (2003) case study of the Castle Vale estate; an area

that had a growing reputation for high crime rates, poverty, hardship and homes in a state of dilapidation. A regeneration scheme was the set-up, called the Castle Vale Housing Action Trust (HAT) with the aim of redeveloping the houses in the community and enhancing the quality of life there economically, socially and environmentally. The redevelopment of the area's declining shopping centre, and the drawing of major retail players, such as Sainsbury's, Argos and Thomas Cook particularly sparked the rise of a positive impact to the estate.

As Mitchelle & Kirkup (2003, p. 457) notably elaborated, "The Castle Vale scheme is clearly far broader than simply a retail development. First and foremost, it was a housing redevelopment. However, the retail investment has provided a major catalyst for regeneration of the estate; and it has offered individual and collective benefits to residents that contribute to enhancing the quality of life".

Figure 4.1 exhibits the positive impact the redeveloped retail centre in Castle Vale has had on residents, and on the community as a whole.

Figure 4.1: Retail development benefits to urban regeneration (Castle Vale)

| Personal | Community |
|----------------------|----------------------------------|
| • Employment | • Pride |
| • Income | • Identity |
| • Training | • Environment – quality of space |
| • Involvement | • Use of public art |
| • Safety | • Business contributions |
| • Health/diet | • Retail viability and vitality |
| • Choice of products | • Retail synergy |
| • Choice of services | |
| • Shopping services | |
| • Lower cost travel | |

Source: Mitchelle & Kirkup (2003)

Figure 4.1 above explains how the redevelopment of the retail centre at Castle Vale has contributed to the welfare of its residents and the community in general. On the personal level, the redevelopment firstly brought about job creation on the store operations side, with training programmes set in place to help improve the skills of

workers. This then brought about good income streams for workers in the retail centre. Also, the inclusion of major retail players to the centre created an awareness for residents of the community.

The installation of many closed-circuit television (CCTV) cameras helped improve public safety; as shoppers now walked around malls in confidence with little worry of being the victims of theft. Furthermore, services within the centre, such as dentists, a healthy living centre, improved the health and diet of shoppers and gave them a wide range of options regarding choice of services. Lastly, the redevelopment included more stores giving a wide range of options for shoppers concerning the choice of products; and its locations suits residents; as it requires shorter journey times, saving time and money on transportation.

On a much larger scale, examining contributions of the retail redevelopment to the community, it gave the community some form of pride and identity, as the once run-down shopping centre was now refurbished, giving it a renewed, unique appearance. In addition, the undertaking of high-quality environmental improvements and the use of public artwork in the centre was enough to create a suitable atmosphere, drawing shoppers to the retail centre and giving them a positive experience, as a result of the good quality of mall space. The redevelopment also came with the attraction of new tenants, superstores and shopping services, creating an appropriate retail synergy. Finally, the upgrade of the retail centre from the inward-looking appearance, to a more suitable design, promoting the visibility and accessibility of the retail centre, was fundamental in increasing foot count and retail vitality. These factors helped positively to influence residents personally, and the community as a whole, and as a result it impacted shoppers' happiness.

4.4 Shopping Centres & Happiness/ Leisure Activities

This section deals with the influence shopping centres have on the emotions of shoppers; as it caters to their needs with a wide variety of products and services and sometimes giving them a sense of attachment; resulting in an increase in shopper loyalty and lengthening dwelling times of shoppers. This then helps with the overall turnover of the shopping mall. The shopping centre has become such a visible part of

American life that it is easy to take them for granted. But few, if any other institutions reach Americans so much where they live – as a place not just for buying goods, but also for obtaining needed services, socializing, playing, and working (Industry Conditions, 2016).

With many tenants lined up in shopping malls, giving shoppers a fair degree of choices, some shopping centres also provide additional grounds for entertainment and activities, such as ice-skating, bowling, movies, arcades and gyms. It is no surprise that individuals, young and old, browse shopping malls for so long – without even realizing that they are spending more time there.

A research study conducted by Farrag, El Sayed & Belk (2010) on Egyptian consumers in shopping centres established seven shopping motives of consumers and why they spend time at the mall. The shopping motives were grouped into two main categories – functional and hedonic: functional motives being specific useful tasks intended to be accomplished by shoppers; and hedonic motives representing the pursuit of pleasure and happiness by the shoppers.

Functional motives according to Farrag et al. (2010) include;

- Bargain hunting: Some mall visitors lay emphasis on searching stores in the pursuit to discover bargains. This is to find special offers and discounts to products, so as to purchase them.
- Convenience: In the case of shoppers seeking convenience, a visit to the mall was described as making life easier. Here, everything is under one roof, with ease of accessibility and parking, good services, and easy path-finding both inside stores and at the mall in general (Farrag et al., 2010).
- Safety: Shopping centres serve as a safe haven in the case of individuals, who dwell in rough communities. The mall environment gives them a sense of security, escaping the uncertainties outside the shopping centres.

Hedonic motives, as explained by Farrag et al. (2010) include:

- Appreciation of modernity: These groups of people cling to the notion of modernism, which is seen to affect their consumption behaviour at the mall; this includes being fascinated by the whole idea of modern architectural designs

incorporated in shopping centres, the branded stores, and themes and exhibitions embarked on by the malls.

- Freedom: Other mall visitors are more relaxed and happier when they are free from restrictions in the mall, to purchase or view what they desire. For instance, this is generally seen with teens that are dropped off by parents or guardians at malls to come and see their peers and have a pleasant time at food courts or other areas of the mall. Most teenagers desire spending their leisure times at the mall with friends – rather than with their families (Farrag et al., 2010).
- Self-identity: Shopping centre environments and stores bring out different identities in different mall visitors. An observation was made, according to Farrag et al. (2010) on how different shoppers' identities show when in their familiar coffee shops. Another observation is realized on how some shops attract shoppers through playing music channels or putting up football matches. Such shops, like coffee shops, may draw individuals who solely come to the malls to watch football matches, eat, drink and have a good time with their peers.
- Entertainment: This is recognised as one of the main reasons why individuals visit shopping centres. This is due to the wide range of entertaining activities the shopping malls offer. The mall is presented as a funhouse; it acts as an escape from everyday life, which is not supposed to be fun. Consumers say they go to the mall, in order to get away from the daily discontents of their lives (Farrag et al. (2010).

Industry Conditions (2016) concludes that the shopping centre culture in America is ever growing; as it is not simply a place where shoppers solely purchase goods, but shopping centres serve as that environment where individuals can rely on great services provided, socialize, relax, and even work. Whether the motive of shoppers is functional or hedonic, the happy experience in the mall is significant, as it encourages shoppers, young and old, to return to the mall.

Burger (2014) offers a similar point of view, noting that shopping centres in the U.S.A are symbolic of tourist attraction, as they have various elements to them, such as entertainment, retailing, eating or simply browsing the malls; offering shoppers

different ways to have a good time totally unrelated to purchasing products. She further adds that it is observed entertainment in shopping centres that has a significant impact, as it aids in impulse buying, increasing foot count and dwelling time; and ultimately resulting in shoppers visiting the malls again. Even when shopping is the primary aim, people often go to shops for the secondary benefits. One of these benefits is the social interaction that takes place (Burger, 2014).

White, Toohey & Asquith (2015, p. 588) bring an additional perspective regarding the older folks, expressing particularly: “For many older people, it is the ordinary pleasures associated with public space use (for example, the development of human relationships and social networks, and engagement in non-commercial activities) that attract them to consumptive spaces, such as shopping centres and malls”. They note however in their research, some of the issues that older people face in shopping centres include floors being too hard, consequently affecting their joints, seats needed in supermarket to rest, while in line at the counter, and shopping centre spaces being too big – therefore the need for lots of seating to take breaks.

Burger (2017) thought-provokingly opines that since shopping centres are opened to all – including the old, with older individuals continuing to function well and live longer, and more importantly because most older shoppers are inclined to possess substantial discretionary income; as they have few dependants to cater for with accumulated amounts, this consumer group may also play a role in increasing retail sales. It is therefore critical for shopping malls to be more ‘older person friendly’; giving the aged a pleasant environment to satisfy their desires. Possible ways by which shopping centres could incorporate features more welcoming and accommodating to older individuals are then indicated; and these include:

- Larger signage in common areas and in stores in the shopping centres, so as to enable older customers to see more clearly and be directed accurately.
- Slowing escalator speeds which would permit older shoppers to step on them without any difficulty.
- Procuring non-slip floor tiles; as slippery floor tiles can be unsafe and are potential hazards to all consumers.
- Providing adequate resting and seating areas; with chairs comfortable and safe for older individuals to sit on. Providing these areas would encourage the

older consumers to take a rest after walking a distance. This would also promote friendly interactions and help prevent loneliness and social isolation amongst the older consumers.

In providing the necessary facilities and pleasant shopping centre environments, like the above, this helps to attract the older individuals; as these welcoming atmospherics would make the old happier and more comfortable, possibly resulting in more impulse buying.

Williams (2015) explains how the adoption of technology and focusing on consumer experiences are important factors in positively influencing retail sales. He further reports that the 'physical concept' is one of the dominant strategies deployed in catering to consumer needs in recent times as it fuels retail sales growth. This concept has to do with the notion that physical shops are struggling without digital channels; and online retailers are sustaining their trade by opening physical shops. This gives consumers a wholesome experience, positively impacting their happiness. Williams (2015) also notes how pop-up stores (which are temporarily set up in shopping centres) help create awareness of the products being sold, which subsequently draws consumers, creates engagement and social interaction; generally promoting a pleasant experience for consumers. De Waal and Pienaar (2016) offer a similar point of view, noting how established brands come out with new concept stores, such as Mr. Price Weekend at the Mall of Africa, serving as a potent strategy to draw interested customers of all age groups; as this concept caters to their needs and desires, thereby aiding in increased retail sales.

The manner in which the retail property sector continues to sufficiently perform, despite the lag in recent years, proves that shopping centres are an integral part of many peoples' lives; hence, they should remain one of the focal points of Government strategies to improve economic growth (Property Wheel, 2017).

4.5 Conclusion

This chapter has elaborated on shopping centre developments, describing the various types of shopping centres, and how shopping centre trends have changed over time.

In addition, certain design factors were revealed that influence shopping centre attractiveness, thus drawing shoppers and increasing foot count. The next chapter analyses shopping centre developments internationally, exploring the shopping centre climate in countries, including Brazil, China, U.S.A, parts of Europe and North America.

Shopping centre development in South Africa and its progress in the rest of Africa will be reviewed thoroughly in the next section. Important information was then disclosed in relation to the impact that shopping malls have on the economies in countries and in communities and cities. The last section examines shoppers' activities in shopping centres that impact their happiness. This is relevant to the research study; as some of the shopping centre attributes reflect the happy city elements, which is important to investigate in this research.

5.1 Introduction

It is important that cities do well to create an ideal atmosphere for dwellers, in order to impact their well-being (Montgomery, 2013). Planners therefore should carefully consider those elements capable of achieving this objective. In section 2.4 of the literature review chapter, various elements (39 elements) capable of impacting the happiness of individuals in cities were discussed, and then compiled in a table, according to the opinions of various authors. Some of the elements listed in the literature review considered by these authors overlapped; hence, 14 happy city elements were dropped; since they were strongly related to some of the 39 elements, leaving 25 final happy city elements that may impact the well-being of residents.

5.2 Happy City Elements Dropped

The following 14 happy city elements were dropped from Table 2.1 in the literature review section; since these elements were strongly associated with some of the 39 elements. The 14 elements are individually discussed, revealing their associated happy city elements:

Areas designed for social interaction

Seidel et al. (2012) opine that the creation of areas in cities, such as parks and playgrounds promote social interaction, which may be essential for residents' well-being. This factor is associated with Pfeiffer and Cloutier's (2016) elementary design features promoting social engagement and personal security; as they explain similarly those settings in a neighbourhood that contribute to the interaction of neighbours; thus impacting the quality of life of the residents.

Considering general living and social conditions in neighbourhoods

This element is also associated with design features promoting social engagement and personal security, as Seidel et al. (2012) opined that neighborhood planners should consider the welfare and needs of residents, which may include the need for social engagement, thence the need for the creation of public spaces.

Social infrastructure

Social infrastructure is part of design features promoting social engagement and personal security, with Ben-Joseph and Szold (2005) revealing that the establishment of institutions, such as schools, hospitals and community housing aim also at people being able to live together harmoniously, thereby improving the well-being of all the residents.

Edges

Edges are part of geographical ensemble such that, the formation of cities also include factors, such as the boundaries that separate these cities from others – and these are known as city edges (Lynch, 1960). Any geographical ensemble therefore includes factors, such as building designs, the weather, land use zoning, street networks, topography and city edges.

Elements of urban form

This element is strongly related with the geographical ensemble, such that, both elements explain the components that constitute city environments, making them places suitable for residents to dwell and thrive. Wells et al. (2010) reveal factors, such as water and air quality, sewage and drainage management and transportation infrastructure – all contributing to city environments.

Physical urban infrastructure

This element, like the elements of urban form, describes the different components that combine to form cities, giving these cities an identity, as a result of the activities and factors that comprise them. Ben-Joseph and Szold (2005) note that building aesthetics, together with connecting roads and functional zoning, all contribute to the layout of cities; which might well improve residents' happiness.

Nature and open spaces

According to Wells et al. (2010), access to the natural environment may significantly impact the emotions of people positively; as these open spaces give people a sense of comfort and happiness. This is similar to the element 'access to open, natural and green space' – where Pfeiffer & Cloutier (2016) stated that individuals being in contact with natural, green environments may find it easier in alleviating stress and contributing to positive emotions.

Spirit of place/genus loci

This element strongly connects with access to open, natural and green spaces, such that, the atmosphere of places may contribute to the intimacy people have with their physical environment, thus impacting their happiness (Seamon, 2012). This atmosphere may include the natural environment and the greenery present in the physical environment.

Nodes

Nodes form part of transportation improvement; since these two elements both describe transportation activities that take place in cities, ensuring convenient movement for residents. Nodes explain the strategic points located in cities, such as bus stations, bus stops, railway stations and taxi ranks to assist with transportation activities (Lynch, 1960).

Housing diversity and conditions, transportation infrastructure, and pollution as well as land uses

Pfeiffer and Cloutier (2016) opine that the quality of housing and its conditions, the effectiveness of transportation systems and the management of pollution in cities may contribute to city environments being suitable to dwell in by residents; hence, these elements may positively impact happiness. This element is strongly linked to the elements of housing characteristics and quality, transportation improvement and land use; which describe similar characteristics examined by Pfeiffer and Cloutier (2016).

Designs for easy movement in the neighbourhood

This element is associated with paths, such that, it describes cities as having the characteristic of pathways, such as bike paths, street networks and pedestrian lanes, which may ensure easy access and movement around these cities for residents (Seidel et al., 2012).

Improving aesthetics by merging new buildings with existing buildings

Seidel et al. (2012) opine that upgrading buildings within cities may help in revealing the attractiveness of cities; as building designs are improved; subsequently impacting the happiness of residents. This is similar to the view of Pendall et al. (2013), whose element, they assert, is good at creating happiness public asset enhancement. They reveal that refurbishing existing building structures to enhance their appearance may contribute to the well-being of the residents; their emotions being impacted in a positive manner.

Territoriality and permeability

Territoriality and permeability can be strongly related with districts, such that, they describe areas in cities or neighbourhoods where activities take place; hence, these areas can be easily identified by residents; consequently, these may help individuals to navigate through cities being aware of areas they find themselves in by the activities that take place (Anderson et al., 2013).

Density

This element is similar to people-in-place; as it deals with the individuals populating areas. According to Seamon (2012), planners that consider the demographics of areas may ascertain vital information on the interests of individuals; thereby establishing the right factors in the physical environment, which may contribute to the vibrancy of these areas, hence, also impacting the well-being of the residents.

5.3 Final Happy City Elements

A table is therefore created in this section outlining all the final elements observed, based on the literature studies of authoritative authors in the field, on those elements that affect the happiness of individuals in cities. These listed elements then serve as a guideline in determining whether the stated happy city elements are reflected in the chosen shopping centre for this research study (Highveld Mall) through observation. The results here are the following 25 happy city elements compiled out of the 39 various elements discussed in section 2.4.

The list of elements determined in Table 5.1 below illustrate 25 resulting elements that impact happiness in cities.

Table 5.1: Final elements impacting happiness in cities

| Elements |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none">1. Paths2. Landmarks3. Districts4. Design features promoting social engagement and personal security5. Natural surveillance6. Target hardening7. Crime attractors/ reducers8. People-in-place9. Considering access to comfort, welfare and needs for residents10. Encouraging regular exercise in pleasing spaces11. Designs to activate sensory stimuli of residents12. Access to open, natural, and green space13. Physical disorder14. Reduction in the use of automobiles in cities15. Establishing shared parking spaces in cities16. Transportation improvement17. Retail retention and attraction18. Healthier food options19. Food systems, availability and affordability20. Geographical ensemble21. Land use22. Public asset enhancement23. Housing characteristics and quality24. Neighbourhood and housing stock reinvestment25. Job development and educational opportunities |

The above final listed elements in Table 5.1, are individually discussed, concluding how and why these 25 elements help and affect the happiness of the residents in cities:

Paths

Lynch (1960) explained that the layout in cities always includes routes and channels to encourage mobility by residents. Lynch (1960) further revealed that these paths come in the form of walkways, bike paths, railroads, and streets or roads connecting each other, in order to facilitate vehicular movements. Paths may be efficiently laid out in neighbourhoods and cities to promote the easy movement of cars, avoiding traffic jams that frustrate car users, which in turn, may impact their happiness negatively.

Seidel et al. (2012) state that paths also help in finding specific locations within a city; as the street names and corners are likely to be identified by using the GPS, hence being convenient for the residents of the city, for outsiders; for delivery purposes, and also for all sorts of road users. Paths may additionally be in the form of intersections, sharp road bends, roundabouts, freeways, or streets that have spatial qualities of being narrow in width; hence road users are to be familiar with these paths, in order to avoid accidents (Lynch, 1960).

Planners, when establishing a city, should consider the predominant city elements, as individuals observe cities while moving through paths created within the city (Seidel et al., 2012). Furthermore, paths may be essential to city establishments; in the sense that, some particular paths or street names may be characterized by certain activities, such as being a violent zone, or being marked by a crowd of pedestrians (overcrowded areas). This is likely to provide breeding grounds for theft cases; hence, these factors may assist road users on how to navigate through cities without being tangled up in unexpected situations.

Creating ideal paths within cities gives path users a unique experience when passing through these channels, consequently impacting their happiness in a positive manner (Edelman & Triantafillou, 2012).

Landmarks

Lynch (1960) reveals that when giving directions to individuals, or being given directions, certain symbols, signboards, building types are all important features to be considered in this process, which would help in finding locations more effectively. These reference points given are known as landmarks. Lynch (1960) explained that there is a tendency for individuals that are familiar with a city or neighbourhood to rely more on landmarks rather than paths and regions. Using suitable, salient features referred to as landmarks as a form of spatial reasoning and communication of routes, may assist individuals in navigating their way around areas, according to Raubal & Winter (2002). In addition, famous landmarks may draw tourists, and may also attract investments in the infrastructure, such as improving transportation infrastructure, refurbishing buildings located close to these reputable landmarks to enhance the image of these areas in general.

Landmarks can be essential elements in cities; since they may make pinpointing addresses convenient, making life easier for residents, thus positively impacting their happiness (Raubal & Winter, 2002).

Districts

These are sections of the city, recognized by the nature, character, or activities that transpire in these areas. According to Anderson et al. (2013), some areas are characterized by the crimes that occur, making these areas unsafe to dwell in. Such areas may make residents feel unsafe, thus impacting their happiness in a negative manner (Anderson et al., 2013). Other districts may be characterized by the quality of building designs, first class roads, and generally high standards of dwelling in these areas, known as upper-class districts; as the residents in these districts are likely to be of high economic status. Such vicinities are likely to be enjoyable to dwell in, positively impacting residents.

Districts may also play an important role in city development, as districts should be created in such a way that individuals can differentiate between the districts in which they find themselves. Lynch (1960), in summary, opined that districts may be determined, when taking into consideration a variety of factors, including building type, use, space, degree of maintenance, form, topography and activities.

According to Lynch (1960), districts are also named; so as to assist individuals in finding their way; whether districts are characterized by the high level of physical and social infrastructure established, by the commercial activities that take place, such as the CBDs, or by the regular occurrence of crime, planners should consider these elements, allowing residents to dwell peacefully, making these areas affordable, and well established in terms of infrastructure, so as to impact the happiness of residents or individuals that pass through these areas positively.

Even where they are not actively used for orientation, districts are still an important and satisfying part of the experience of living in the city (Lynch, 1960).

Design Features Promoting Social Engagement and Personal Security

Planners, when building cities or contributing to city developments, should contemplate issues, like social capital and security, and ways whereby designs could encourage social relationships within residents of cities and make them live comfortably; as it is perceived that social engagement and personal security are strongly linked to happiness (Anderson et al., 2013). According to Pfeiffer and Cloutier (2016), designs considered by planners to promote social capital in cities or neighbourhoods include developing houses that possess anterior garages and front porches; and also, creating public spaces, efficient land use mixes and street connectivity. These are all factors that may create opportunities for social relationships between residents, thus impacting their happiness.

In reaching the goal of encouraging socially engaged residents, this could help with battling crime in the area; as local dwellers become united. It is also encouraged that buildings should have street frontage and windows facing the streets in cities (Anderson et al., 2013). These types of designs help residents keep their eyes on the streets, thus being vigilant to crime in the area. As the personal security of residents is strengthened, which in turn, limits criminal activities in such areas. This impacts neighbourhood residents' happiness positively (Montgomery, 2013).

Natural Surveillance

In promoting personal security for city dwellers and discouraging criminal activities in cities, the goal of attaining happiness may be achieved for the residents. Attempting to eradicate crime in certain neighbourhoods, residents may be their own 'eye on the streets', being proactive in contacting the police quickly when incidents occur, thus preventing unlawful activities (Pfeiffer & Cloutier, 2016). The visibility of the streets is also a major factor in deterring criminal activities, buildings that are located far from the streets, or that have poor visibility to the streets, are likely to be targeted by robbers and burglars (Pfeiffer & Cloutier, 2016).

Therefore, visibility should be to the streets; so that the residents see what goes on clearly, encouraging street activities together with providing bright street lights, in order to minimize crime levels (Anderson et al., 2013). Residents living in safe environments

tend to be happy; thus security measures are essential in ensuring happiness (Anderson et al., 2013).

Target Hardening

This other security measure is a great crime eradicator, as it may deny completely criminals from accessing their designated targets. Anderson et al. (2013) state that in ensuring buildings are no longer accessible for criminal activities, planners should take into consideration factors, such as quality door locks and door frames, laminated glass, and if possible, see-through, architecturally sound glass houses, and also the cost of these target-hardening strategies; so residents see clearly what transpires on their premises. All these factors would help in ensuring safety to residents, as criminals would find it difficult to access such places. This, therefore helps to ensure the absence of criminal acts, which in turn enables residents to dwell comfortably, thereby impacting their well-being (Haphuriwat & Bier, 2011).

Crime Attractors/Reducers

All cities experience crime. But within any city there are some areas that experience large amounts of crime; while other areas experience relatively few crimes (Kinney, 2008). One of the aims for planners in developing cities may be to deter criminal activities as much as possible, in order to make residents live comfortably, thereby impacting their well-being. Unfortunately, there are some uses to which buildings are put to in cities which constantly draw criminal activities, and such scenarios should be mitigated (Kinney, 2008). For instance, it is perceived that functional buildings in cities, such as alcohol outlets, restaurants, hotels, motels, public playgrounds, gas stations and bars are usually prone to criminal activities; and consequently strict security measures should be set in place to minimize these occurrences (Anderson et al., 2013).

Securing such locations adequately may give residents a sense of confidence, when going about their daily activities without focusing on being victims of crime, thereby positively impacting their happiness (Anderson et al., 2013).

People-in-Place

Creating an environment for residents to dwell in, whose needs are misunderstood, would be a waste of time. Better still, a city thoroughly planned and established, without taking into consideration the kind of dwellers, would be a lost cause (Seamon, 2012). Therefore, it is important to achieve communication between all the participants in the construction of neighborhood life and identity, as soon as possible, at the beginning of the construction process (Kuvać & Schwai, 2017).

Factors, such as residents' daily routines, their attitudes, way of reasoning, and even their social and economic status may play a vital role in establishing safe places in a city. Ascertaining the demographics and the living standards, in addition to the measure of households in areas are fundamental in improving socio-economic developments in cities (Montgomery, Gragnolati, Burke & Paredes, 2000). An approach to evaluate the performance and status of cities is determining the living standards measure (LSMs) of city residents; that is the household consumption expenditures or incomes (Montgomery et al., 2000).

Once these elements are established in a city, and they coincide with residents' way of dwelling, this may enable them to live productively, thereby impacting their happiness positively.

Access to Comfort, Welfare and Daily Needs of residents

In this area, city planners should obtain information on the kind of elements and activities in which the residents have interests. This focuses on the comfort, convenience and welfare of these residents; in other words, elements that residents would be comfortable with, such as their proximity to spaza shops and convenient shops, access to gyms, play area for kids and others (Pfeiffer & Cloutier, 2016). Having access to daily needs, such as post offices, ATMs, garages, market places, churches, mosques, gyms and other places should be according to city dwellers' convenience, hence enabling them to live functionally (Seidel et al., 2012).

Encouraging Regular Exercise in Pleasant Places

Cities that have walkways and bike paths, pavements that encourage walkability may be essential for city dwellers. Residents knowing that there are paths within the city that encourage them to jog regularly would motivate them to do so, knowing that these pavements on the side of roads would provide them with some form of safety from being victims of car accidents, rather than to inconveniently jog directly on roads (Seidel et al., 2012). Also, public spaces or open areas that promote exercises are relevant; city dwellers may meet up in these fields to do some forms of exercise, such as stretching, playing soccer or other sporting activities (Wells et al., 2010). This may help residents unwind from their long working hours during the week, making them feel happier and freeing them from stress, also encouraging healthy living (Seidel et al., 2012).

Designs to Activate Sensory Stimuli of Residents

This generally has to do with the feeling and experience that a city may offer when dwelling there. In other words, these cities with their established elements, designs and the activities that go on, have a way of impacting residents' sense of hearing, smelling, touching, and visual stimuli (Seidel et al., 2012). Some cities are so well strung together that tourists that visit them find it extremely difficult to go back to their respective locations – due to factors, such as the atmosphere, building designs, beautiful landscapes, beaches, good food, flexible transportation infrastructure and great recreational attractions (Kraftl & Adey, 2008). Planners, when developing cities should therefore focus on breath-taking factors that would connect well with city dwellers and tourists, making them have plenty to see and do, thus impacting positively their well-being (Seidel et al., 2012).

Access to Open, Natural, and Green Spaces

Access to open, green spaces may be a way of relieving stress, thus making people feel happier. Having access to these open spaces, according to Pfeiffer and Cloutier (2016), may occur in various forms; from viewing through a window a grassy lawn, or forest, to actually dwelling near a regional park. It is observed that cities that make

room for parks, botanical gardens, and public spaces draw residents to these locations, where they may interact and build relationships (Wells et al., 2010). Planners should then impact the physical environment of cities by creating open, natural spaces in various areas; since most individuals have a connection with nature; it gives them an opportunity to reflect on aspects of their lives, think more clearly, and consequently to make more productive decisions (Wells et al., 2010).

Physical Disorder

Urban decay in cities due to practices, such as littering, graffiti on buildings/walls and other forms of vandalism, selling drugs and having no regard for building maintenance, all affect the residents in these areas (Wei, Hipwell, Pardini, Beyers & Loeber, 2005). As a result of these negative physical and social activities observed, this may leave city dwellers vulnerable to criminal activities, creating insecurity, fear and high stress levels for them. Planners that find ways of reducing physical disorder, for instance establishing anti-graffiti, programs, regular building maintenance, and strict police patrols to eliminate drug sellers from the street, would gradually create a sense of safety and social control of residents within the city, resulting in happiness being positively impacted (Anderson et al., 2013).

Reduction in the Use of Automobiles

The reduction of the use of automobiles or vehicles in cities may create a better opportunity for residents to freely move around the cities with less fears of falling victims of vehicle accidents. According to Garfield (2017), many countries (such as Spain, Germany, France and Norway) have set up, or are setting up policies that would take a lot of vehicles off the road, thus promoting walkability and encouraging the mobility of residents in areas within cities. The reduction of the use of vehicles in cities, and in turn, promoting public transportations, would take traffic off the streets, and help workers get to their workplaces efficiently without delays.

A flexible system, such as this, may result in residents living more comfortably, thereby impacting their well-being (Montgomery, 2013).

Establishing Shared Parking Spaces

Similar to policies established that would reduce the usage of automobiles in cities, planners in developing cities may also create ample amounts of spaces in various areas specifically for car parking, subsequently discouraging on-street parking, which would then in turn provide ample space for a walkable city environment (Koschinsky & Talen, 2015). The eradication of on-street parking may also widen the widths of road paths, thus reducing traffic and encouraging easy vehicular mobility. Planners that pay attention to this concept when embarking on city development would create a better environment for residents to move around effortlessly – without the hustle and bustle of being in traffic jams, thus making life better and happier for these city dwellers (Speck, 2013).

Transportation Improvement

Pendall et al. (2013) opine that having a well laid out transportation infrastructure in cities improves the living conditions of residents. Cities serve as a point of access to many locations, such as shopping centres, workplaces and recreational attractions, thus these destinations should be reached through effective transportation systems, thereby giving users a sense of happiness and well-being (Lynch, 1960). People's happiness may diminish if inadequate transportation or mobility interferes with the pursuit of their life goals (e.g., visiting frequently with family or friends) or leads them to use a less-desirable transportation mode (Pfeiffer & Cloutier, 2016). Transportation infrastructure, which includes trademark qualities, such as bus and rail stops, bike paths and sidewalks, should carefully be considered and constructed for the purpose of making movements to different locations more convenient for city dwellers, thereby influencing their well-being (Pendall et al., 2013).

Retail Retention and Attraction

The presence of retail facilities in cities has become a matter of predominant importance throughout the world; and this is very important for city development (Pendall et al., 2013). Residents in cities are increasingly developing the habit of visiting retail centres frequently for various reasons; as this practice offers structure

and control to their lives (Burger, 2014). Retail facilities also are seen as a source of revenue generators to the country, thereby improving the economic climate of nations (Williams, 2015).

These shopping centres serve as locations where individuals' needs may be met; whether purchasing items, making transactions in banks, or for entertainment purposes, making it possible for city dwellers to live pleasantly (Pendall et al., 2013).

Healthier Food Options

Health-food stores should also be included in city development to promote healthy living amongst city dwellers (Ball, Timperio & Crawford, 2009). Examples of health-food shops in Ghana include: Wellnez, Foshow International, Relish and Herbalife; with branches all set up across regions in the country to enable individuals to have easy access to them, and to cater for their needs. Examples of health-food stores in South Africa include: Go Natural, Wellness Warehouse, and Fresh Earth, all established in locations, in order for residents to access these stores and purchase products that may, in turn, aid them in living healthy, happy lives (Pendall et al., 2013).

Food Systems, their Availability and Affordability

Planners should make sure that the food environment in cities is easily accessible, with managers of these food stores making sure that their foods are affordable to city dwellers (Ball et al., 2009). Although there are food restaurants that are established mainly for individuals of high economic status, the general food environment should be able to cater to the needs of residents at affordable prices (Wells et al., 2010). The establishment of the concept of food systems, and their availability and affordability by planners and other stakeholders within cities would include the location of supermarkets, farmers' markets, convenience stores, and fast-food outlets, together with their conveniently priced goods; and these stores may be beneficial to low-income earners; as close proximity of these food store options may enable them to gain easy access to them, consequently their impacting their well-being thereby (Wells et al., 2010).

Geographical Ensemble

Another factor that should be focused on; as it impacts happiness in cities, is the urban structure, natural features and facilities, and the existing open public space configured effectively to give residents a pleasant living experience (Wells et al., 2010). The geographical ensemble refers to the material and environmental qualities of a place, including the topography, geology, weather, flora, fauna, and natural landscape, as well as any man-made elements, including constructions and their spatial configurations – for example, buildings, street furniture, pathway layout, and the placement of land uses (Seamon, 2012).

Such factors carefully established within cities may contribute to creating an aesthetically pleasing and functional environment for residents, in turn, thereby impacting positively their happiness.

Land Use

Thoughtfully constructed land use patterns of buildings in cities may be fundamental to city growth. Planners of zoning should take a lot of factors into consideration, with the aim of creating harmony between city dwellers and the built environment. In the opinion of Ben-Joseph and Szold (2005), establishing an industrial area very close to a residential area would be hazardous, as industries releasing toxic chemicals would be harmful to those living in that residential area. Land-use patterns predominant in cities should include residential, commercial, industrial and agricultural zones, all of which, if zoned properly, would facilitate the appropriate social activities and lifestyle of the residents, thus enabling them to live productively, contributing to their well-being (Anderson et al., 2013).

Public Asset Enhancement

The aim here is not only to keep buildings in the cities from getting to the stage of dilapidation, but also – focusing on the aesthetics – refurbishing the existing building structures, in order to enhance their appearance (Seidel et al., 2012). Modern public buildings (including public libraries, theatres, schools, and places of public worship) located in cities would contribute to the look and feel of these areas, creating an

atmosphere that would attract individuals, and offer them a unique experience for city dwellers/visitors (Pendall et al., 2013).

Cities that possess modern building architecture, landscapes and other elements that contribute to the formation of these cities, (for example Dubai) may end up being major tourist attractions, and happy cities in which to dwell (Pendall et al., 2013).

Housing Characteristics and Quality

This has to do with the construction of building structures and their surroundings. Improving quality involves paying attention to sanitary practices, like the disposal of waste, and sewage management, in order to maintain a serene environment (Wells et al., 2010). The height and size of buildings, their ceiling heights, and quality of interior design should also be suitably established, in accordance with the needs of building owners, thus making dwelling in these buildings enjoyable without any risk of injuries, and thereby impacting residents' well-being (Pfeiffer & Cloutier, 2016).

Neighbourhood and Housing Stock Reinvestment

Neighbourhoods, when properly established, should be enjoyable places in which to live. Planners should therefore improve neighbourhood happiness by evaluating existing plans and policies concerning the neighbourhoods, as they engage with residents in the process (Pfeiffer & Cloutier, 2016). Housing units in cities once made affordable to even low-income earners may be a great catalyst to impacting individuals' happiness, as this reduction in housing prices would create an interest from these convenient deals and attract a lot of interested buyers (Pendall et al., 2013).

Developing mixed-income housing units in cities (that is, houses that cater for a mixture of all income groups) would impact the happiness of people; as this should enable individuals of all income groups to have an opportunity of securing accommodation (Pendall et al., 2013).

Job Development and Educational Opportunities

Setting up educational institutions in cities may serve the purpose of nurturing individuals with the necessary skills and knowledge, so as to get them ready for the working world and contribute to the world's existing condition (Pendall et al., 2013). Also, the creation of new jobs would provide employment opportunities for individuals in the city, thus giving those who secure job positions better living conditions, which in turn would positively impact their happiness (Ben-Joseph & Szold, 2005).

5.4 Conclusion

This brief chapter has explained individually the final elements that create happiness in cities, impacting the well-being of city residents. From the literature in section 2.4, 25 final happy city elements were discussed from the 39 elements; also discussing why 14 of the elements were dropped; as they strongly associated with some of the 39 elements in determining how these elements impact the happiness of city dwellers. From these outlined happy city elements, an observation can then be made in ascertaining the happy city elements that are applicable in shopping centres, specifically Highveld Mall; thus, answering question one in section 1.4.2 of this research study which states 'What elements create happiness in cities in general?'

PART C

Chapter 6: Research Design and Methodology

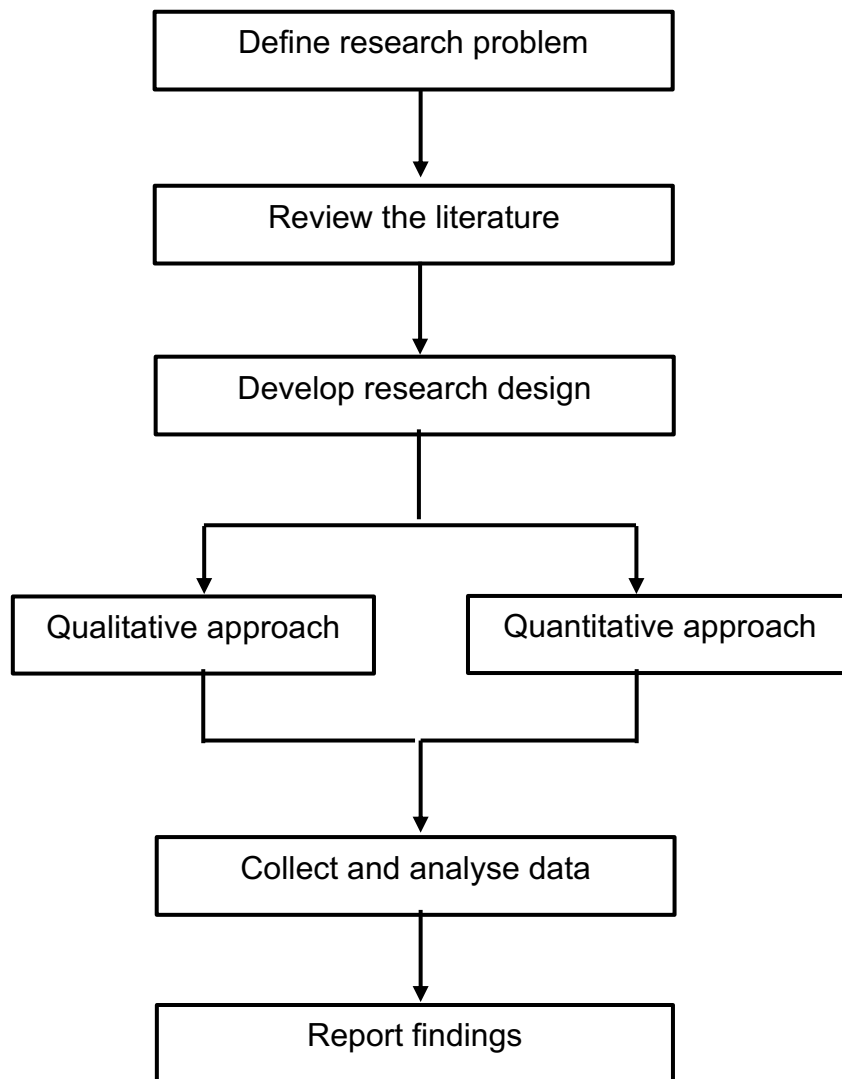
6.1 Introduction

The following chapter presents a framework for the research. This includes the research philosophy (epistemological, ontological and axiological assumptions); also, the research design used or the approach, the unit of analysis, the population, the sample selection, the data-collection method/ instruments and analysis, and lastly the validity and reliability of the research. All these are used for the purpose of ultimately addressing the research problem indicated in the first chapter. A conceptual model of the research study is however displayed initially in this chapter and analysed to paint of clearer picture of the processes involved.

6.2 Conceptual Model

A conceptual model is a visual representation of a system that uses concepts and ideas to form said representation (Powell-Morse, 2017). In the same vein, Miles & Huberman (1994) define conceptual models as graphical or narrative forms of key factors, concepts and theories that support and inform a research. A conceptual model is included below and discussed to give a clearer, systematic understanding of what the research study entails:

Figure 6.1: Conceptual model of research study



6.2.1 Define Research Problem

The research problem was first defined: with many research and case studies focused on how shopping centres impact the external factors of society such as the economic, social, environmental and the built environment (Benali-Nouani & Berezowska-Azzag, 2014); leaving little research conducted on internal factors such as how shopping centre spaces affect the emotions or happiness of the individuals who visit these centres.

Furthermore, planners of happy cities usually concentrate on factors such as access to open, natural and green spaces, parks, botanical gardens, transportation infrastructure, housing diversity and conditions, focusing on drivers of aggregate

happiness in cities; but leaving out the valuable contributions that retail development spaces add to happy cities. Also, according to Pfeiffer & Cloutier (2016), planners fail to analyse and incorporate factors that may improve the mental health and well-being of individuals in neighbourhoods. The above problem statement proposed the need to evaluate factors that contribute to happy cities; improve the well-being of city dwellers. Also, the need to analyse spaces in a shopping centre that affect the happiness of shoppers.

6.2.2 Review the Literature

A comprehensive study of literature was then conducted regarding happy cities, emotions, shopping centre developments and elements that contribute to happy cities. A wealth of information was retrieved from various opinions of authors in the literature section in order to help gain more understanding on the research study and provide possible solutions to the problem statements; based partly on past research and case studies.

6.2.3 Develop Research Design

The research design was developed, incorporating both the qualitative and quantitative approaches. The qualitative approach deployed was the grounded theory; which induced new theories and solutions as a result of analysing emerged themes. The quantitative approach however utilized the longitudinal survey; which sought to gather data from the respondents over a period of time. The feedback gathered was then quantified, analysed and interpreted.

6.2.4 Collect and Analyse Data

Both the qualitative and quantitative method were employed in gathering and analysing data. Using the qualitative approach, recorded semi-structured interviews were conducted with shoppers that regularly visited the mall. The semi-structured interview schedule sought to cover the objectives which entailed how mall spaces and

atmospheric factors influenced shoppers' emotions. Data collected were thus categorized and classified under main themes which emerged after analysing the contents of the interviews. Regarding the quantitative approach, an electronic questionnaire method was used in primarily gathering numeric data from shoppers. The design of the electronic questionnaire comprised of 10 different mall areas, and 5 different emojis/ emotions (happy, sad, indifferent, nervous, upset); enabling shoppers to choose emotions based on their sincere opinions. Data collected were hence refined by coming out with frequency distribution tables and charts which aided in realizing objectives of the research study.

6.2.5 Report Findings

Findings focused on providing the results from the qualitative and quantitative research surveys conducted which addressed the research questions.

It was discovered that 25 happy city elements, when combined and incorporated effectively, may assist in creating better living conditions; impacting the happiness of residents.

Also, regarding whether happy city elements are applicable in Highveld Mall, it was observed that Highveld Mall applied 80% of the happy city concepts, indicating the reason Highveld Mall is the biggest mall in Mpumalanga, continuing to draw shoppers as a result of its reputation.

Furthermore, concerning the influence of mall areas on shoppers' emotions, the general disposition of the moods of shoppers in Highveld Mall was feeling happy. Happy responses were 76.2%; higher than the other emotional categories. This confirms the positive impact mall areas have on shoppers.

Lastly, in respect of the general impact of the mall space on emotions, it was observed that shoppers were drawn by certain mall elements such as design features, ambient scent, security, lighting, crowding and the music played. It was also evident that most shoppers visited Highveld Mall as a result of their happiness; and were even happier after these visits, revealing the impact that shopping centre spaces have on individuals.

6.3 Research Philosophy

Creswell (2013) explains that although philosophical ideas remain extensively implied in research, these ideas need to be distinguished and discussed as they indirectly influence the practice of research. This information helps explain why qualitative, quantitative or mixed methods may be selected for a research study (Creswell, 2013), hence should be explicitly addressed. Epistemological, Ontological and Axiological assumptions are discussed in this section to give the research more understanding.

6.3.1 Epistemology

Epistemology analyses the study of knowledge; that is, this branch of philosophy studies the nature and forms of knowledge (Cohen, Manion & Morrison, 2007). Epistemological assumptions of this research study include the viewpoint that, there is a wealth of knowledge out in the world that needs to be discovered. However, with the right questions asked during surveys, answers obtained would be valuable to this research study.

6.3.2 Ontology

Ontology is described as the branch of philosophy that studies being and what constitutes reality (Scotland, 2012). In other words, it deals with studying the nature of human beings' existence. This research study covers ontological assumptions that individuals are best understood on a personal note or as individuals; rather than as being in group settings or associations. Consequently, surveys conducted had shoppers interviewed on a personal level in order that genuine feedbacks may be acquired.

6.3.3 Axiology

This branch of philosophy addresses the nature of ethical behaviours; it deals with ethics, aesthetics and religion (Killam, 2013). Alternatively, axiology studies values; what individuals consider as being wrong, right, good or bad, subsequently influencing decision making. In this research study, the axiological assumptions are that personal values help shape decisions taken during the research; Also, believing that this research study, if done properly, would have the ability to change society for the better from the findings reported.

6.4 Research Design

There was a mixture of both qualitative and quantitative methods deployed in the research study on Highveld Mall, based on the fact that it is the largest shopping centre in Mpumalanga, catering to population areas, such as eMalahleni, Middelburg, Belfast, going as far as drawing shoppers from Swaziland; as the mall is representative of all the other shopping centres and a mega shopping place for individuals in these population areas. Both qualitative and quantitative methods were tested to further discuss the blueprint or detailed plan utilized, in order to ascertain solutions to the research problem (Kumar, 2005).

The qualitative study involved a semi-structured interview conducted with the mall respondents, with structured questions that permitted them to express their views liberally about the shopping mall's impact on their lives. The data obtained were then analysed by categorically grouping the main themes of shoppers' responses. The quantitative study dealt with the measures of variables used, with the data gathered numerically analysed, and also determining the relationship between these variables.

6.5 Qualitative Research

The kind of qualitative study method deployed was the grounded theory. Sauro (2015) describes grounded theory study as theory that emerges from a compilation of the data, providing a solid outcome or solutions. Alternatively, this has to do with producing

a new theory, which has emerged from a dataset. Grounded theory seeks to understand the vital social psychological processes that transpire in a social setting (Cruz, 2011). A literature-based research method was used in assessing the factors impacting happy cities. Comerasamy (2012) explains the literature-based methodology, as the planning of a research study in which the existing literature is the population that should be obtained, in order to present the findings. The method of observation was also used in determining the happy city elements that reflected in the mall. Neuman (1997) opines that watching and listening carefully, paying attention to even the smallest details is essential in obtaining good qualitative field data. Leedy & Omrod (2010) however reveal the importance of saving time by disregarding insignificant elements within the physical setting when conducting observations.

The targeted participants, being shoppers, hence gave different perspectives concerning the mall features and the impact the shopping mall had on their emotions; these data gathered were then analysed, with solutions subsequently emerging.

6.5.1 Unit of Analysis

The unit of analysis in this research study constituted more of the consistently drawn shoppers of all age groups to the mall. These targeted participants were those mostly conversant with the mall areas; and they thus had knowledge of the mall arrangements due to their regular visits. This helped to gather accurate views and opinions from the shoppers regarding the mall features and the different mall areas. Shoppers were therefore asked how frequently they visited the mall before conducting the surveys.

6.5.2 Population

Kothari (2009) observes that in order to come up with a sample design, the first step is establishing the target population (also known as the universe). This also makes data collection easier and more accurate; as information gathered is from genuine sources. A finite universe can be described as having a definite number of items established and to be studied (Kothari, 2009). In this research, the population was defined as the number of shoppers that visited Highveld Mall in eMalahleni. According

to the mall profile, Highveld Mall focuses on a primary catchment of 22,869 households; and it has had an impressive annual foot count of close to 8 million for the past six years. From these statistics, a sample selection was easily developed, ascertaining the necessary responses from shoppers, which were relevant to the research study.

6.5.3 Sampling Design

Kumar (2005) opines that the procedure of selecting a sample from a total population has its perks; as the process may save time, as well as financial resources. The respondents were picked on the basis of their availability; and they comprised a mixture of judgment and convenience samples within the defined population; hence demographic information was not taken into consideration in this research study; as the focus was on the spaces impacting the happiness of shoppers, regardless of age, gender, and other demographic factors.

In addition, the respondents were not scattered over a wide geographical area; but they were limited to a public gathering area – the shopping centre, making it less expensive. Convenience sampling is a less rigorous technique involving the selection of the most accessible subjects, This is least costly to the researcher in terms of time, effort and money; making it a more suitable approach to utilize (Marshall, 1996).

Marshall (1996) also reveals that with judgment sampling, the researcher's aim is to actively select the most productive sample to answer the research questions; that is, a sample that has the required knowledge relevant for the questions put to them, thereby ensuring credibility from the respondents. The sample frame from this research consisted of shoppers in the mall, including those that came purposely to shop, to browse through without any intentions of purchasing products, and those that came for social and entertainment purposes. Shoppers that were conversant with the features of the mall were emphasized, in order to ensure quality and accurate feedbacks.

In brief, while selecting a sampling procedure, the researcher should ensure that the procedure causes a relatively small sampling error; and it helps to control the systematic bias in a better way (Kothari, 2009).

6.5.4 Sample Size

Twenty (20) semi-structured interviews were conducted for the research study. Bernard (1988) states that semi-structured interviews are mostly used when the researchers are not likely to have another opportunity of interviewing the respondents. De Ruyter and Scholl (1998) revealed that in qualitative research, the respondents usually required range from 10 to 60. Adopting a large sample size was avoided; as Marshall (1996, p. 522) explicitly explains, “The larger the sample size, the smaller the chance of a random sampling error; but since the sampling error is inversely proportional to the square root of the sample size, there is usually little to be gained from studying very large samples”.

Tharenou, Donohue & Cooper (2007) add that using a sufficient sample size is important, in order to have results that place the research study in the right direction, also possessing adequate power to identify relationships, amply categorizing the data collected, establishing new themes, and appropriately answering the research questions.

6.5.5 Data-Collection Method: Semi-structured Interviews

The qualitative aspect of the research study entailed semi-structured interviews with visiting shoppers. Burns (1997) views interviews as a way of eliciting information, beliefs or opinions about a topic from others (the interviewees) and recording their answers. Narrowing down, Lee (1999) describes semi-structured interviews as being more flexible than structured interviews, but having more focus than unstructured interviews. Semi-structured interviews have an overall topic, general themes, targeted issues, and specific questions (Lee, 1999).

Exploring the research topic from the perspective of the interviewee is very relevant for ultimately answering the research questions and building new theories. The semi-structured interviews allowed respondents to communicate openly about their understanding of the relationship between spaces and emotions; and the impacts that the shopping centre spaces had on their emotions. The interview targeted regular visitors to the mall, in order to obtain honest, reliable feedback.

6.5.6 Interview Design: Semi-Structured Interview Schedule

The interview schedule comprised seven main semi-structured questions carefully composed to cover the research objectives. An interview schedule is a research tool/instrument for data collection containing a written list of questions, open-ended or closed, prepared for use by an interviewer in a person-to-person interaction (Kumar, 2005). These seven questions incited the respondents to unveil their notion concerning the effects of the mall spaces on their emotions, also indicating which of the mall atmospheric factors (lighting, music, ambient scents and crowding) influence their emotions, as well as giving their perception on how the shopping centre impacted them in general.

6.5.7 Data Recording and Analysis Approach: Data Recording

The data were recorded by using an audio recorder on a mobile device during interviews with the respondents. The basis for the interview was conveyed to the respondents prior to the interviews for better understanding. Recordings of the interviews were then played back to the respondents subsequently, in order to confirm the accuracy of the data recording. Tharenou et al. (2007) note that audio recordings often fail; as there may be situations in which the researcher thinks the interview is being recorded, when in fact it is not.

Tharenou et al. (2007) then suggest that for interviews to be conducted smoothly, researchers are advised to practice with the device beforehand, take back-up audio recorders, and carefully checking that the devices are recording properly during the interviews.

Data Analysis on Semi-Structured Interview Questions

Feedback from the respondents that were similar were categorized and classified under main themes for all the interviews conducted. This incorporated the respondents' perceptions on concepts, such as the impact that mall areas and atmospheric factors (lighting, music, ambient scents and crowding) had on their emotions. This procedure is also known as content analysis. Content analysis means

analysing the contents of interviews or observational field notes, in order to identify the main themes that emerge from the responses given by your respondents, or the observation notes made by you (Kumar, 2005).

Kumar (2005) also observes that, with content analysis, there are some researchers who may count how frequently a theme has occurred, and then provide sample responses. This was the manner in which the findings were communicated in this research study.

6.5.8 Validity and Reliability

Information was gathered by one source through the conducting of interviews with various respondents, proving reliability and validity; rather than utilizing different interviewers which may have caused variations in feedback from the respondents, as the different interviewers may have had disparate methods of conducting their interviews; in addition to dissimilar methods, like their body language and tone, in administering interviews. Furthermore, audio recordings of the interview were played back to the respondents to ensure their accuracy and confirmability. Validity is one of the strengths of qualitative research; and it is based on determining whether the findings are accurate from the standpoint of the researcher, the participant, or the readers of an account (Creswell & Miller, 2000).

Kumar (2005), on the other hand, reveals that the use of research tools/ instruments, which are consistent and stable, hence predictable and accurate, is therefore said to be 'reliable'.

6.6 Quantitative Research

A survey research was also conducted, as this is the kind of quantitative research that allows researchers to analyse behaviour and present the findings in a rigorous manner; usually expressed as a percentage (Klazema, 2014). Frequently, interviews are coupled with other forms of data collection, in order to provide the researcher with a well-rounded collection of information for analyses (Turner III, 2010). The kind of

survey utilized in the research study was the longitudinal survey; as this type of survey gathers data from the respondents over a period of time, rather than at a single point in time (MacDonald & Headlam, 2008).

In this research study, using interviews as well as electronic questionnaires comprised the main methods of data gathering, thereby exploring issues in-depth. Organization for Economic Co-operation and Development (OECD) (2002) describes electronic questionnaires as questionnaires that contain the questions in a software system that can be answered by the respondents. Such feedback from the respondents under the study can then be quantified, analysed, and also interpreted.

6.6.1 Unit of Analysis

The unit of analysis was regular visitors to the shopping centre, as they were familiar with the mall features and spaces; thus they could give reliable responses. Shoppers were therefore initially asked how frequently they visited the mall before conducting the surveys. The objective of the research was primarily to ascertain how the different spaces in the mall impact the emotions of shoppers. Therefore, a special form of questionnaire, known as the opinionnaire, was administered to the targeted participants.

6.6.2 Population

Creswell (2013) opines that from survey designs, numerical descriptions of trends, attitudes, or opinions are drawn from a population by studying a sample of that population. From the sample results, the researcher generalizes or draws inferences from the population (Creswell, 2013). It is, therefore, necessary for a researcher to firstly determine the target population; as from this population, a sample size is established from which the data are collected and analysed, with conclusions subsequently drawn and generalized back to that target population.

The population in this research study was defined as the shoppers at the shopping mall.

6.6.3 Sampling Design

Choosing a study sample is an important step in any research project; since it is seldom practical, efficient or ethical to study whole populations. The aim of all quantitative sampling approaches is to draw a representative sample from the population, so that the results of studying the sample can then be generalized back to the population (Marshall, 1996).

Random sampling was deployed in the study; as with this sampling technique, every item of the population has an equal chance of being included in the sample; as the research study focused on the spaces that impacted shoppers, irrespective of demographic factors (Kothari, 2009). Marshall (1996) further states that random sampling is more suitable for quantitative studies; since the results are generalized to the population; whereas with qualitative studies, this method is inappropriate; as randomly choosing respondents to answer specific qualitative questions may result in inaccurate feedback; since the respondents may not have as much insight or understanding of the research topic, as expected by the researcher.

The study was, therefore, limited to Highveld mall, located at the corner of President Avenue and the N4 Highway, Witbank (eMalahleni).

6.6.4 Sample Size

Gorard (2003) interestingly opines that researchers are to be ambitious in their sample sizes; as whatever sample size is initially established by the researcher is usually the maximum that can be achieved – the size only gets smaller thereafter; as a result of missing variables, such as questions not answered properly, or at all, by the respondents, records not found, research errors, and ineligible responses. Olejnik (1984) also revealed that the determination of an adequate sample size is directly related to the complexity of the research problem statement. In this research study, a sample size of fifty (50) was used. The shoppers targeted were those that were regular visitors to the mall; and from their experiences in the mall, they could give reliable feedbacks. From these credible responses, there was a high degree of generalizability achieved of the research study.

6.6.5 Data-Collection Method: Electronic Questionnaire

The quantitative aspect of the study utilized an electronic questionnaire, as a method of primarily gathering the numerical data from the shoppers. Alden (2007) opines on the concept of questionnaires, revealing that although the questionnaire method seeks to ascertain how people feel about certain situations; they are also highly structured instruments focused on deploying accurate numerical scores to credibly represent the respondents' attitudes. Questionnaires usually use closed-ended questions; and so the answers given for the questions can be ticked or circled on the form (Bryman, 2004).

Bryman (2004) furthermore importantly notes that questionnaire instruments are usually completed by the respondents themselves.

An electronic questionnaire was used as a form of survey; as a result of the good response rate and the flexible coding it possesses (Boyer, Olson, Calantone & Jackson, 2002). This mode of collecting the data enabled the researcher to produce findings representative of the target population at a lower cost, as compared to the traditional paper-response method, which is printed out at a higher cost; and is capable of being misplaced and irretrievable.

The nature of the primary data gathered permitted the use of a statistical analysis to assess the variables. The independent variables in the research study, essentially the various areas in the mall, were carefully examined and determined, in order to evaluate the impact on the emotions of the shopping visitors. The dependent variables tested were the different emotions experienced in each mall space listed.

6.6.6 Electronic Questionnaire Design

An electronic application was created, which allowed the shoppers to give feedback efficiently. The application permitted the respondents to tick from the available emojis, the appropriate kind of emotions they experienced in the listed areas of the shopping mall. The measurement scale employed was the nominal/ classificatory scale; MacDonald and Headlam (2008) define nominal scales as scales that have a number

of possible answers represented in categories, from which the respondents can choose.

A variable measured on a nominal scale may have one, two or more sub-categories, depending on the extent of variation (Kumar, 2005). The design of the electronic questionnaire instrument was composed of a column stating ten (10) different mall areas, listed as on the mall map, with a row of five (5) different emojis (emotions categorized included being happy, sad, indifferent, nervous, and upset) – indicated to select and tick from by the respondents, based on their genuine opinions.

GPS points were used in locating the specific points in the various areas in the malls by which the respondents gave feedback on the kind of emotions experienced in these spaces. The responses from the shoppers were then saved on the database of the application, later retrieved, and then quantified.

6.6.7 Data-Analysis Approach

The data gathered from the respondents were first cleaned and edited, as part of data management prior to data entry. Irrespective of the method of data collection, the information collected are called **raw data**. The first step in processing your data is to ensure that the data are “clean” – that is, free from inconsistencies and incompleteness. This process of cleaning is called **editing** (Kumar, 2005). Tharenou et al. (2007) opine that the main objective of data analysis is researchers carefully managing the data analytical process, so as to derive results capable of accurately and easily answering the research study questions. Therefore, the data collected in this research study were further refined by coming out with frequency distribution tables and charts. The tables and charts illustrated and assisted in the discussion and interpretation of the information obtained, so that conclusions could be drawn, thereby enabling the researcher to realize the objectives of the research. This form of statistical technique is known as univariate analysis; as this kind involves the analysis of one variable only. A variable in univariate analysis is a subset or category into which the data fall (Tharenou et al., 2007).

6.6.8 Validity and Reliability

The greater the degree of consistency and stability in an instrument, the greater its reliability (Kumar, 2005). A frequently tested tablet was used for the electronic questionnaire survey in gathering the data from the respondents; which made the process more entertaining for shoppers, compared to the traditional paper questionnaires, which are less inviting. This helped in putting the respondents in a good mood, thus affecting the reliability and validity of the survey positively.

In addition, since the questionnaire was based strictly on shoppers' opinions/ feelings regarding the various listed mall spaces, and not based on personal questions (such as age, address, income), this made it easier for the respondents to give honest answers and feedback.

6.7 Conclusion

In this chapter, there was a mixture of both qualitative and quantitative methods utilized for the research study, as discussed above. Both methods applied in the research study can be seen in the next chapter (findings and discussion), where the results are illustrated accordingly.

PART D

Chapter 7: Findings and Discussion

7.1 Introduction

This chapter deploys both the qualitative and quantitative approaches in the research findings. These findings and implications address the research questions. In this section, the results are extensively discussed, mixing both qualitative and quantitative techniques, so as to ultimately address the research questions outlined. Analysis in this chapter comprise the results obtained through the researcher's observations, also from the interviews and the questionnaires administered to various shoppers. The sequence in which the results are discussed relates solely to what is relevant in this research study – the research questions. Therefore, the results revealed and elaborated, focus on addressing the sub-questions of the research study, which then build up in response to the main research question (see section 1.4.2).

The results and discussion section is split into three main categories: **happy city elements reflected in shopping malls, interviews with mall shoppers, and the testing of app on mall shoppers**; all of which are probed respectively.

7.2 Happy City Elements Reflected in Shopping Malls

Chapter 5 of the literature section saw a long list of different elements that should be considered when developing cities' as these elements help in impacting the well-being of residents. Obtaining the (25) happy city elements, the Highveld shopping centre was then visited and thoroughly observed, in order to ascertain which elements were visually applicable in the mall out city elements. Highveld Mall was chosen due to its representativeness of all shopping centres in that population area (eMalahleni).

Highveld Mall is also regarded as the biggest mall in Mpumalanga; and a mega-shopping place for the people in eMalahleni, accommodating the needs of shoppers as far as Middelburg, Secunda, Belfast, Bronkhorstspuit and Swaziland. Therefore, from the compiled list of happy city elements, it can be derived by using this table that

the following city elements are reflected in a shopping mall, which are then comprehensively discussed:

Table 7.1: Elements reflected in mall

| Happy city Elements | Reflected in Mall |
|-------------------------------------------------------------------|-------------------|
| Paths | ✓ |
| Landmarks | ✓ |
| Districts | ✓ |
| Design features promoting social engagement and personal security | ✓ |
| Natural surveillance | ✓ |
| Target hardening | ✓ |
| Crime attractors/ reducers | ✓ |
| People-in-place | ✓ |
| Considering access to comfort, welfare and needs for residents | ✓ |
| Encouraging exercise in pleasing places | x |
| Designs to activate sensory stimuli of residents | ✓ |
| Access to open, natural and green space | x |
| Physical disorder | x |
| Reduction in the use of automobiles in cities | x |
| Establishing shared parking spaces in cities | ✓ |
| Transportation improvement | ✓ |
| Retail retention and attraction | x |
| Healthier food options | ✓ |
| Food systems, availability and affordability | ✓ |
| Geographical ensemble | ✓ |
| Land use | ✓ |
| Public asset enhancement | ✓ |
| Housing characteristics and quality | ✓ |
| Neighbourhood and housing stock reinvestment | ✓ |
| Job development and educational opportunities | ✓ |

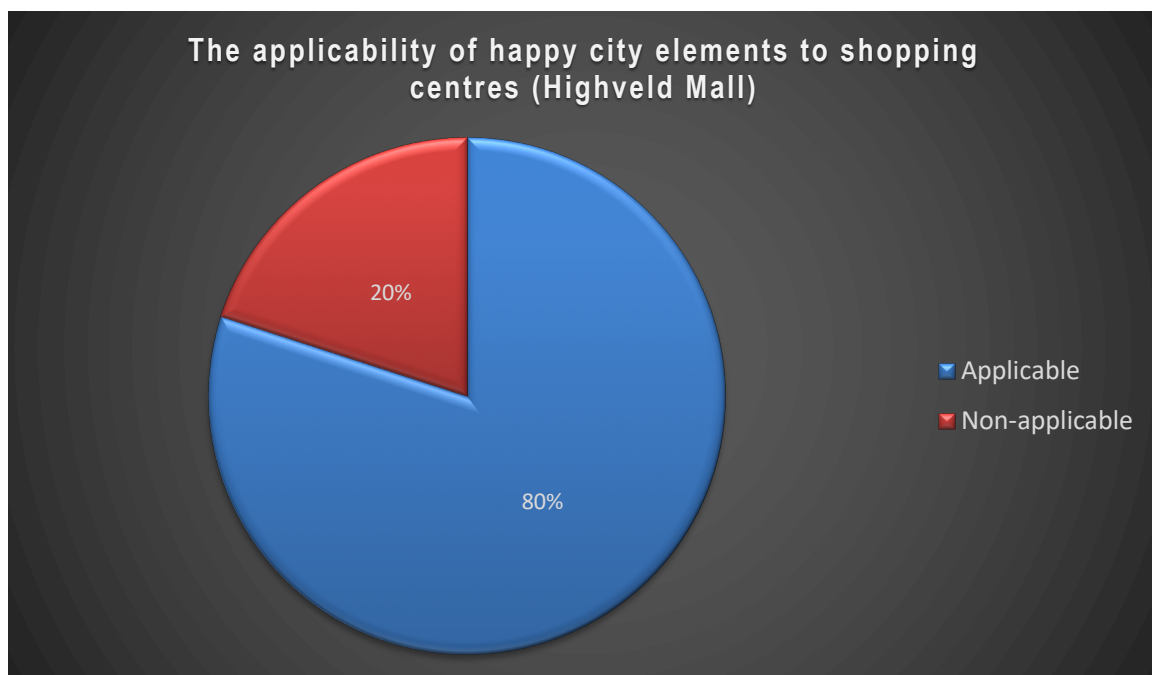
Table 7.1 depicts the various elements that are likely to assist in impacting the happiness of city dwellers; and with these elements outlined, an assessment was made through the observation of Highveld Mall, purposely to ascertain which of the following elements were reflected in the mall, and ultimately generalizing these results, therefore making the mall a delightful place to visit and having a memorable experience. A check mark (✓) was hence used to indicate the elements that could be

applied to the standards of the Highveld Mall; contrarily, the X mark (×) signified those elements that were observed not to be reflected in the mall.

Furthermore, after each happy city element was discussed, visual representations of dominant wordings were discovered and compared with Highveld Mall, determining the degree to which these elements were applicable to the mall. Given the 25 outlined city elements impacting happiness, it was observed that 20 of these elements are applicable in shopping centres, Highveld Mall in particular, leaving 5 elements that were considered non-applicable. This is 80% of the elements being reflected in the shopping centre with 20% not reflecting, indicating that most elements used in city establishments are connected to those in shopping centre establishments.

This is illustrated in Figure 7.1, displaying the importance of these elements in ensuring that the happiness of the shoppers is guaranteed.

Figure 7.1: Happy city elements in Highveld Mall



In this section of the results, these elements are independently analysed, detailing how these elements are/aren't applicable to the mall, and malls in general:

Paths ✓

Although the paths as a city element can be described as the routes and channels, such as streets, roads, bike paths and walkways, encouraging easy movement within cities by the residents, the paths in the shopping centre could be in the form of common areas; where these are areas including mall entrances and exits, courts, pedestrian walkways and stairs provided by the lessor, giving common utilization to tenants' employees, officers, and customers in general.

These paths in malls should be established, bearing in mind that overcrowded, blocked, narrow paths are to be avoided; as these cause pedestrian traffic in mall pedestrian walkways, being an inconvenience to shoppers, according to Cloete (2016).

These common areas in malls, particularly Highveld Mall, provide users with the opportunity to move around flexibly, observing what these malls have to offer and going to their respective destinations. Access ways should also be provided for the physically handicapped, enabling them to have easy mobility around the mall, thus impacting their happiness as well.

Table 7.2: Dominant wordings

| Path | Highveld Mall |
|------------------|----------------------|
| Pathways | Applicable |
| Congested | Fairly applicable |
| Pass scenic area | Fairly applicable |

Landmarks ✓

This concept is used in city elements notes important symbols and other elements in cities that may be used as points of reference, so as to help individuals pinpoint addresses. Similarly, in Highveld Mall, landmarks can be used in the form of key tenant stores as points of reference to assist shoppers in moving around efficiently and getting to their destined areas in the mall. Landmarks in shopping centres aid in giving directions easily; as certain stores, especially anchor tenant stores, or certain design

elements utilized can be used as important features in the process, thus making shoppers' lives less strenuous.

Table 7.3: Dominant wordings

| Landmark | Highveld Mall |
|-----------------------|---------------|
| Well-known references | Applicable |
| Attractions | Applicable |

Districts ✓

This city element is applicable in shopping centres in the sense that, certain sections in shopping centres may be characterized by various activities that transpire in these vicinities. For instance, in Highveld Mall, there are sections of the mall that characterize the activities occurred there; in the category of restaurants, fast foods and confectionery, most of these stores are situated at a specific section of the mall. Also, the fashion and accessories shops are located not far from each other, making shopping easier for customers, as this encourages cross-shopping within the centre. The entertainment area in the mall also has its section, where entertaining activities, such as bowling, playing video games and watching movies can take place, thus impacting the well-being of the shoppers. It should be pointed out that the banks, forex and financial category are, however, widespread throughout the Highveld Mall; and it would have been more convenient to have these financial services clustered in one section of the mall; where there is little pedestrian traffic to make mobility and transactions more efficient for shoppers. Having stores of the same category clustered at sections in the mall can help individuals cross-shop; as these stores would not be far from each other, thereby helping shoppers to compare the prices of items, and purchasing items to their satisfaction.

Table 7.4: Dominant wordings

| District | Highveld Mall |
|-------------------------------------|---------------|
| Various differently allocated areas | Applicable |

Design Features Promoting Social Engagement and Personal Security ✓

This concept is also reflected in shopping centres, as the design of lounges, and seating areas may serve as spaces for shoppers to engage in social interactions, thus getting to know each other better. Also designs in shopping centres can be established in such a way that, building shapes, layouts and pedestrian walkways may be easily monitored with CCTV cameras by those in the security/control room, and hence, bringing a sense of comfort to mall shoppers.

In the Highveld Mall, there is a seating area at the entertainment section (The Ridge), where individuals get to socialize, thus fulfilling the goal of encouraging social engagement among shoppers. Also, security cameras are situated at appropriate areas around and within the mall. These assist in monitoring properly the activities of shoppers in the shopping centre, so as to prohibit criminal activities, such as robberies and theft cases, from taking place; and also helping to mitigate such problems that may arise by looking at video footages. This enables shoppers to navigate through shopping centres happily and have a sense of comfort, knowing that there is tight security in the mall.

Table 7.5: Dominant wordings

| Design features promoting social engagement and personal security | Highveld Mall |
|--------------------------------------------------------------------------|----------------------|
| Design concepts | Applicable |
| Social capital | Applicable |
| Safety | Applicable |

Natural Surveillance ✓

Natural surveillance is a security measure that can be seen in shopping centres. This concept may be seen where tenant stores can be viewed by individuals from the perspective of the pedestrian walkways due to the see-through nature of their shop fronts, providing maximum display in the stores. This makes robberies easily detectable in cases where there are such situations, thus making criminals reluctant

to rob stores; since they may be easily seen by shoppers walking through mall passages, resulting in them being caught.

This therefore adds to shoppers feeling more comfortable when browsing products in stores.

Table 7.6: Dominant wordings

| Natural surveillance | Highveld Mall |
|----------------------|---------------|
| Eye witnesses | Applicable |

Target Hardening ✓

This security measuring concept can be applicable in shopping centres, making tenant stores extremely difficult to burglarize. Specific tenant stores that are most likely to be targeted by criminals should be strictly secured, in order to reduce the chances of burglaries and robberies. Target hardening features, such as quality door locks, quality security doors, laminated glasses for shop-fronts, and motion-activated lighting should be thoroughly deployed, with CCTV cameras in good condition placed at suitable places. Stores that fit these standards are jewellery stores, and banks, forex, financial services.

In the Highveld Mall, some jewellery stores and banks have implemented this security measure, possessing quality door frames and security doors, quality door locks, laminated glasses with security cameras well-positioned. Having this security measure in place helps store managers, and customers feel safe and happier when walking in their stores.

Table 7.7: Dominant wordings

| Target hardening | Highveld Mall |
|---------------------------------------------|---------------|
| Strengthening security against forced entry | Applicable |

Crime Attractors/ Reducers ✓

This element/factor observed to assist in impacting happiness is seen in shopping centres, where tenant stores that are mostly targeted by criminals have tight security, reducing the risk of these stores being robbed or being the victims of criminal activities. Anchor tenants or department stores in shopping centres, jewellery stores and banks/financial services, for instance, have been observed to be associated with robberies; as such, these stores have higher security systems established to keep these stores as safe as possible.

Highveld Mall possesses shops, such as their anchor tenants, banks, jewellery stores; and as such, the mall's security-management team can make sure that these stores are kept safe, together with the security companies that are outsourced by these targeted shops. In essence, this type of security measure helps shoppers visit stores with less possibility of being the victims of criminal activities, thus impacting their well-being in a positive manner.

Table 7.8: Dominant wordings

| Crime attractors/reducers | Highveld Mall |
|----------------------------------------------------|----------------------|
| Areas/stores being/not being risk factors of crime | Applicable |

People-in-Place ✓

Cloete (2016) reveals that some shopping centres fail to become successful, due to inadequate priority being given to their designs and general building patterns. Adding to this, before shopping-centre structures can be designed and established, it is important to determine the kind of residents in the shopping mall's catchment area. It is essential to ascertain the ethnic groups in the surrounding areas, the gender disparity, the age groups, the employment rate; and most importantly, the living standards measure (LSMs) of households in surrounding areas of the shopping centre.

This information gathered would help shopping centre owners and management determine the type of tenants to approach. Also, the size and shape of the malls are

to be carefully considered with regard to the area demographics. Highveld Mall considered the “people-in-place” concept, with males being a little more dominant than females with 52.8% to 47.2% respectively, and the dominant age group in the area being 25-39yrs, with blacks being dominant of the ethnic groups with 81%, finally, with the various LSMs thoroughly examined; all these factors were considered to establish the shopping centre and situate tenants appropriately, keeping it in line with the demographics. (This can be verified in the mall profile attached to this comprehensive research).

Table 7.9: Dominant wordings

| People-in-place | Highveld Mall |
|---------------------------------|----------------------|
| Demographics | Applicable |
| Living standards measure (LSMs) | Applicable |

Access to Comfort, Welfare and Daily Needs for Residents ✓

Mall managers should also consider the interests and desires of the individuals in the surrounding areas of the shopping centre. Mokgabudi (2012), for instance, opines in her research that black people tend to be more fashion conscious and quality conscious than whites. They therefore are mostly more comfortable with international brands than with local brands; and this can be seen in Highveld Mall, with the introduction of international brand stores, including Adidas, Timberland and H&M.

In terms of access to welfare, comfort and the daily needs of shoppers, there is a variety of shops in shopping centres that can cater to these needs, thus enabling shoppers to find what they search for, and thereby impacting their well-being.

Table 7.10: Dominant wordings

| Access to comfort, welfare and daily needs for residents | Highveld Mall |
|-----------------------------------------------------------------|----------------------|
| Areas/ stores of interest | Applicable |

Encouraging Regular Exercise in Pleasing Places ✘

Although shopping centres possess characteristics of having pathways like cities do, allowing residents to jog along walkways, and also open areas that permit individuals to exercise regularly; shopping centres, however, seldom have this feature, unless gymnasiums are located in shopping malls. Shoppers cannot jog in mall pedestrian pathways like walkways in the cities as a form of exercising; since that would be an inappropriate setting for such activities; this goes also for shoppers utilizing open spaces in malls for sporting activities, which would be unfitting. Although shopping centres (Highveld Mall not being an exception) are public places for individuals to visit for various reasons, embarking on certain activities, such as jogging through their passages, as a form of exercise would not be permitted by the security personnel.

Pathways connecting within cities are, however, convenient for such purposes; and thus, they are the right setting. This element is, therefore, not applicable in shopping malls.

Table 7.11: Dominant wordings

| Encouraging regular exercise in pleasing places | Highveld Mall |
|--------------------------------------------------------|----------------------|
| Areas to exercise | Not applicable |

Designs to Activate the Sensory Stimuli of Residents ✓

All shopping centres have the objective of drawing and retaining shoppers. The main aim is to provide a setting for shoppers to ultimately purchase products and acquire services, giving them such a great experience that they become regular visitors. As Burger (2014, p. 126) states, “shopping centres need to aim to have shoppers visit malls and spend money while they are there”. In disclosing the motives for shopping, Tauber (1972) noted that some individuals visit shopping centres for the purpose of sensory stimulation; this can be observed by shoppers going through stores, having a feel of the merchandize offered, shoppers enjoying the background music being played in stores or in the mall passages, and even store environments with peculiar scents or odour of prepared food, thereby drawing shoppers.

Highveld Mall deploys this concept, with nice background music being played, the beautiful shopping mall lighting, and unique designs of stores and the architecture of the shopping centre in general, giving shoppers a fantastic experience, and thereby influencing their emotions positively.

Table 7.12: Dominant wordings

| Designs to activate sensory stimuli of residents | Highveld Mall |
|---------------------------------------------------------|----------------------|
| Elements activating sensory stimuli | Applicable |

Access to Open, Natural, and Green Space ✕

This concept is not quite reflected in Highveld mall; although the mall has elements of flora situated in certain areas of the mall. The mall is mostly paved on the outside, offering parking spaces, with the mall passages being broadly tiled, thus providing little natural, green areas accessible for shoppers. Certain shopping centres possess areas with greenery, enabling shoppers to access these areas for various reasons. An example is the greenery covered mall in Sao Paulo, Brazil; as Shah (2016) explains that retail shop owners who incorporate sustainable features, such as greenery are likely to have happier staff and customers, influencing consumer spending, hence leading to higher profits. The concept of establishing green spaces dominantly in shopping malls would most probably give a good reputation to the mall; as this unique introduction would draw numerous shoppers; and as such, this concept is recommended.

Table 7.13: Dominant wordings

| Access to open, natural and green space | Highveld Mall |
|------------------------------------------------|----------------------|
| Availability of scenic areas | Fairly applicable |

Physical Disorder ✕

With regard to Highveld Mall, this element is not reflected there; as the mall boasts of a proficient security-management team. This security system in place, together with the other operational management functions, such as cleaning, landscaping, discourages individuals from indulging in activities, such as graffiti on walls, purposely littering and selling drugs in or outside the mall; since they are likely to get caught. This gives shoppers a secure environment to indulge in their reasons for visiting the mall, thus impacting their well-being in a positive manner.

Some retail centres, on the other hand, are so disorderly in their management practices to the extent of being victims of criminal activities regularly, thus tarnishing the centre's reputation, leading to the reduction in the malls' foot count; as shoppers would feel unsafe there.

Table 7.14: Dominant wordings

| Physical disorder | Highveld Mall |
|----------------------------------|----------------------|
| Functioning management practices | Applicable |

Reduction in the use of Automobiles ✕

This concept is not applicable in shopping centres; since these public places are established for the purpose of harbouring many shoppers. Parking spaces are therefore provided for shoppers with vehicles. Some shopping malls even extend their parking spaces to accommodate the number of shoppers that visit. If cities are, however, successful in launching this concept in South Africa, it may impact shopping centres positively; since shoppers would take strolls, ride bicycles, or make use of public transportation, when visiting these shopping centres. Consequently, there would be less finance required when constructing such parking spaces.

Table 7.15: Dominant wordings

| Reduction in the use of automobiles | Highveld Mall |
|-----------------------------------------------|----------------------|
| Schemes utilized to hinder vehicular movement | Not applicable |

Establishing Shared Parking Spaces ✓

This concept is reflected in shopping malls; as parking spaces are a requirement for shopping centre establishments. The absence of parking lots in shopping malls would lead to the practice of on-street parking around the malls, thereby increasing traffic and reducing vehicular mobility around these areas. The creation of parking spaces (including employee parking, customer parking and commuter parking) is therefore put into consideration by developers when establishing shopping centres, in order to avoid the situation of on-street parking, thereby ensuring the fluidity of vehicular movement on streets close to the mall.

Developers and the design team ought to take the view that when a shopper elects to patronise a centre, the experience of its quality should start from the moment one enters the car park (Cloete, 2016). Highveld Mall is no exception, with ample parking spaces (including space for commuter facilities) provided for shoppers, thus giving them solace in knowing their cars are conveniently parked, and impacting their well-being thereby.

Table 7.16: Dominant wordings

| Establishing shared parking spaces | Highveld Mall |
|-------------------------------------------|----------------------|
| Parking lot | Applicable |
| Convenience | Applicable |
| Safety | Applicable |

Transportation Improvement ✓

Transportation infrastructure is well established in Highveld Mall, with commuter facilities placed within the shopping centre to enable suitable movement to and from the mall for those who do not own vehicles. This makes life easier for shoppers; since they can get access to transportation after purchasing products from the mall, without having to inconveniently walk back. This concept can be seen in most shopping malls around the world, whereby in planning to establish these centres, the priority is placed on access to transportation for shoppers without vehicles, permitting shoppers to use

public transport to get to their desired destinations after visiting the mall, thus influencing their well-being favourably.

Table 7.17: Dominant wordings

| Transportation improvement | Highveld Mall |
|-----------------------------------|----------------------|
| Transport facilities | Applicable |

Retail Retention and Attraction ✘

Although cities in modern times are graced with the establishment of shopping centres, since they are of benefit to the economy, and also cater to the needs of city dwellers, this element cannot be reflected in Highveld Mall and shopping centres in general; since shopping centres are the very essence of retail. Therefore, this element is not applicable to retail.

Table 7.18: Dominant wordings

| Retail retention and attraction | Highveld Mall |
|----------------------------------------|----------------------|
| Retail facilities | Not applicable |

Healthier Food Options ✓

This is applicable in shopping centres; since there are mall shops that specifically prioritize on healthy lifestyles. Stores such as Wellness Warehouse, and Go Natural, Coco Fresh Tea & Juice, and Montagu Fruit & Nuts can be found in shopping malls around South Africa, drawing customers that take an interest in eating healthily. In Highveld Mall, stores that accommodate healthy goods include Woolworths, Pick 'n Pay, Clicks, Dis-Chem, Live Life Love Water, Montagu Dried Fruit & Nuts and restaurants that serve healthy dishes; giving shoppers healthy food options, hence impacting their well-being positively.

Table 7.19: Dominant wordings

| Healthier food options | Highveld Mall |
|-----------------------------------------|----------------------|
| Food options encouraging healthy living | Applicable |

Food Systems, Availability and Affordability ✓

This element deals with the availability and affordability of food items, be they healthy or junk food, to the shoppers. Availability in the sense that, food stores in shopping centres are in close proximity to shoppers, that shoppers have access to the type of food they desire. Affordability in the sense that the prices of these food products can be bought by mixed-income shoppers. Shopping-centre managers should then ensure that, the concept of food sales/discounts/specials is utilized; as the right tenant mix is attained concerning food stores to suit the type of shoppers that regularly visit.

This would give mall shoppers access to affordable food items, which would impact their happiness. This is observed in Highveld Mall, with a wide array of food stores, some at affordable prices, with specials, catering to the needs mostly of eMalahleni residents.

Table 7.20: Dominant wordings

| Food systems, availability and affordability | Highveld Mall |
|-----------------------------------------------------|----------------------|
| Food availability | Applicable |
| Food affordability | Fairly applicable |

Geographical Ensemble ✓

The geographical ensemble concept can be reflected in shopping centres, specifically Highveld Mall; since the establishment of this mall involves many aspects, all coming together to create an environment to draw shoppers and retain them. Some factors considered, when constructing shopping centres include the location of these centres, assessing the market and economic analysis, the shape of the building, the site layout

(bearing in mind parking space), the topography, drainage, and the placement of tenants likely to draw shoppers. These factors analysed carefully would result in the establishment of ideal shopping centres that would gain a good reputation, creating a pleasant atmosphere for shoppers, hence impacting their happiness. Highveld Mall again is not an exception to this concept, as these factors were examined in establishing the mall.

Table 7.21: Dominant wordings

| Geographical ensemble | Highveld Mall |
|----------------------------------------------------|----------------------|
| Market analysis | Applicable |
| Economic analysis | Applicable |
| Consideration of shape of building | Applicable |
| Consideration of site layout, topography, drainage | Applicable |

Land Use ✓

Whereas land use policies and zoning regulations are considered in city establishments, this concept can be applicable in shopping centres in the form of tenant-mix policy and implementation. Tenant-mix policy is an essential concept, as a criterion to shopping mall evaluation. Grouping of tenants may follow either the "mix" or "match" principle, provided customer interest is maintained throughout (Cloete, 2016). Stores that offer similar products may be grouped in sections of the mall; or there may be an overall mixing of stores, regardless of their product offerings.

In Highveld Mall, fashion and accessory shops are located around one another, enabling cross-shopping by shoppers. This can also be seen in the food court section, where most of the restaurants and food shops are grouped, making it convenient for shoppers.

Table 7.22: Dominant wordings

| Land use | Highveld Mall |
|---------------------------------|----------------------|
| Convenient tenant placement | Applicable |
| Encouragement of cross-shopping | Applicable |

Public Asset Enhancement ✓

This element is reflected in the malls in the form of shopping centre refurbishment, aesthetics and functionality. This is done to keep shopping centres in the latest trends of design to draw more customers, as compared with competing shopping malls. Tenant stores and areas all around the mall are kept and maintained in good condition, depending on the lease agreements between the landlords and tenants, in order to retain good standards. Management teams of shopping centres, however, strive to ensure that elements, such as store glass windows, fixtures, fittings, flooring, escalators, lifts, and generally the interiors and exteriors of malls are always kept in good condition, offering pleasant environments for shoppers aesthetically, and giving them a great shopping experience.

Highveld Mall management team focuses on the daily maintenance of the mall, in order to give shoppers a pleasant atmosphere in which to shop, thus impacting their well-being.

Table 7.23: Dominant wordings

| Public asset enhancement | Highveld Mall |
|---------------------------------|----------------------|
| Aesthetic beauty | Applicable |

Housing Characteristics and Quality ✓

There are shopping centres not performing ideally because not enough attention was given to the quality and standards of the building design. In such cases, the bad designs of these shopping centres may impact the well-being of shoppers, having a mental impact on them. For instance, Cloete (2016) opines that the kind of materials used in mall flooring is fundamental; as this would determine how easily these tiles can be cleaned and maintained, and whether shoppers risk slipping and getting injured due to, say, the absence of non-skid tiles. He also states that suitable ceiling heights of enclosed malls range from 5m to 8m, and 16m for courtyards. With regard to store characteristics and quality, store shop-fronts and interior conditions are to be maintained properly, depending on the nature of the lease agreement, enabling these

stores to draw customers. Highveld Mall in relation to quality materials, possesses non-slip tiles all around to prevent shoppers from slipping when strolling around.

Sanitary practices, such as refuse disposal and sewage management, are adhered to by the mall management team, in order to help in effectively running the mall. The stores in the mall are also maintained efficiently, according to the requirements of the lease agreements. All of these factors addressed, give the mall an environment that is pleasant for the shoppers.

Table 7.24: Dominant wordings

| Housing characteristics and quality | Highveld Mall |
|--------------------------------------------|----------------------|
| Bad building design | Not applicable |

Neighbourhood and Housing Stock Reinvestment ✓

Regarding city elements that impact happiness, this concept basically has to do with the development of mixed-income housing units for individuals of all income groups creating happy neighborhoods in which to live. This is similarly applied in shopping centres, particularly Highveld Mall, where anchor tenants and satellite tenants alike are approached by landlords to set up their stores in the mall, thereby giving the mall an appropriate atmosphere to draw shoppers. Favourable agreements between these two classes of tenants and the landlords that are laid out include the net turnover to be paid by tenants, arrangements for tenant installation for anchor tenants and deposits offered by tenants according to the lease arrangements. These factors make financial arrangements or transactions flexible making it convenient for both tenants and landlords. This concept can be observed also between the Highveld Mall owners and the respective tenants.

Table 7.25: Dominant wordings

| Neighborhood and housing stock reinvestment | Highveld Mall |
|----------------------------------------------------|----------------------|
| Sense of community | Applicable |
| Lease agreements | Applicable |

Job Development and Educational Opportunities ✓

The establishment of shopping centres creates a big platform for job creation, with employment opportunities created for cleaners, security personnel, the shopping centre management teams, parking personnel, store managers and staff. This helps individuals gain a regular source of income, improving the living standards of people. The function of educating individuals in shopping centres is also realized as employees gain working skills, knowledge and experience, as they continue to work in their respective positions. Highveld Mall is no anomaly, as it gives employment opportunities to the people, including individuals in eMalahleni.

Table 7.26: Dominant wordings

| Job development and educational opportunities | Highveld Mall |
|------------------------------------------------------|----------------------|
| Job opportunities | Applicable |

Summary

This section explains happy city elements that are reflected in shopping malls; specifically, Highveld Mall. Elements that were observed to be applicable in the mall were categorized into the availability of food and design features. These factors included healthier food options, food systems, availability and affordability, design features promoting social engagement and personal security, designs to activate the sensory stimuli of the residents (in this case, shoppers), public asset enhancement. These categories of elements are highlighted; because they largely influence the happiness of shoppers that visit the mall, as discovered in this research study.

7.3 Interviews with Mall Shoppers

7.3.1 Results of the Sample Frame

This section involves semi-structured interviews with mall shoppers of all age groups, mostly conversant with the areas and features of the mall, about their understanding of the relationship between spaces and emotions; and the impacts that the Highveld shopping centre spaces have had on their emotions. Highveld Mall was chosen because of its characteristic as a regional mall in an urban city that has been functioning for approximately 10 years. Twenty (20) interviews were conducted with randomly selected mall shoppers, depicting a 100% response rate, as twenty mall shoppers were intended for semi-structured interviews. The respondents included mainly regular visitors to the mall, ensuring accurate, reliable feedback. Shoppers were therefore initially asked how frequently they visited the mall before conducting the interviews.

7.3.2 Results of Semi-Structured Interviews with Mall Shoppers

The interview schedule encompassed seven main semi-structured questions carefully formulated to cover the research topic. These questions allowed shoppers to express their opinions on the influence the shopping centre has had on them, the effects of the mall spaces on their emotions, and also indicating which of the carefully indicated mall atmospheric factors (lighting/natural lighting, music, ambient scents, crowding, security, and design features) influenced their emotions.

The concepts that surfaced predominantly during the interviews are deployed here as the emerging themes in these results:

7.3.2.1 Emotions Influencing Mall Visits

Emerging from the shopper interviews was the notion of the role the shopping centre has played on their emotions. Shopping centres are public places opened to all sorts of people. It is an environment created for various reasons, with the ultimate purpose of giving shoppers an experience that would keep them coming back. The atmospheric

factors in mall stores play a major role on influencing the emotions of the visiting shoppers, in turn increasing the likelihood of purchases. Whether analysed in a holistic way (atmosphere in general) or analytically (studying one feature of the atmosphere), its influence on emotions has been confirmed on several occasions in various stores (Lichtlé & Plichon, 2014).

In the same way, shopping centre atmospherics in general have a way of impacting the moods of shoppers, giving them reasons to stay longer in the malls, and increasing the foot counts of these malls.

The results of this interview question are presented and analysed categorically: happiness driving mall visits, unhappiness driving mall visits, happiness not driving mall visits, unhappiness not driving mall visits, and nonchalant points of view from shoppers. These categories thus describe the emotional reasons for shoppers to visit the mall; in other words, whether their emotions play a major factor in their mall visits, and the effects on their emotions after the visit; that is, whether their emotions are impacted after the visit.

Happiness driving mall visits

This category deals with shoppers whose happy emotional states prompt them to visit shopping centres. This is the disposition they have; because shopping centres are a major part of their lives – to the extent that their happiness is triggered, when visiting the mall. Two respondents exclaimed that because the environment in Highveld Mall influences their happiness, they literally make it a point to visit the mall every day, spending long hours there. The Wilsons (2015) explain the correlation between emotions and decision-making, noting that our emotions play a big role in the decisions we take.

This can be seen where shoppers' emotional states influence their decision-making, thereby resulting in mall visits.

Unhappiness driving mall visits

These are individuals that decide on visiting shopping centres, as a result of feeling unhappy. The triggering of mall visits can be facilitated for various reasons. For instance, Burger (2014) makes a valid point, revealing that some shoppers have tendencies to visit shopping centres to spend when in bad emotional states, in an attempt to alleviate their negative emotional states. These decisions can, however, cause problems in their lives. Compulsive shopping is a condition that some people suffer from. It is based on underlying emotions, such as depression and anxiety. It may cause great problems to the compulsive buyers, such as relationship problems, and even financial ruin (Burger, 2014).

This predicament should therefore be carefully checked, bringing a balanced lifestyle to shoppers and enabling them to enjoy mall environments, thus impacting their well-being. According to one of the respondents, an old lady; when unhappy, she visits the mall for the purpose of feeling better. "This mall makes me happy every time I visit just to hang around. I don't feel alone when I am here". This proves Burger's (2017) point of older shoppers visiting shopping centres; as these areas promote casual social interactions, helping these older shoppers thwart loneliness and social isolation.

Happiness not driving mall visits

Shoppers here claim shopping centres are not the first places that come to mind when they are happy. There are other places to which individuals may go, as a result of their unhappiness. As one respondent stated, "why would I come to the mall, when happy? I have many places more interesting than the mall to go to". These decisions are solely dependent on the nature of these individuals; as people have different tastes and interests/preferences. Places, such as open parks, churches and other places of worship, nightclubs, and amusement parks may come to the minds of individuals – instead of shopping centres.

The greater the reputation of a shopping centre, the greater the probability that customers would visit it, thereby increasing the foot count. Customers choose a place for shopping, the image of which is closest to the supposed ideal (Gudonavicien & Alijosiene, 2013). Since the aim of shopping centres is to have an increased number

of foot counts, and ultimately increased turnovers; shopping mall owners and managers should seek to entertain various happy concepts that could be incorporated in shopping centres that would attract a wide variety of shoppers, and retain them; as these concepts would be conducive to their tastes and preferences.

Unhappiness not driving mall visits

In this category, individuals rather like to visit other places or just stay at home, when feeling unhappy, rather than visit the shopping centre. A respondent opines that in occasions when he feels happy, he can be out; but in instances when he is unhappy, he would rather stay indoors; as that is his inclination in moments of such emotional states. Burger (2014) reveals that shopping centres play an important factor in impacting city and town regeneration; but they have to compete with other places that encourage fun activities and products for individuals on which to spend their money (such as holidays, and interest in cars).

Since shopping centres in countries possess the goal of attracting masses strolling into their spaces for various reasons and enabling these spaces to be their favorite pastimes, it is necessary for managers and owners to introduce concepts that are familiar and convenient to these masses to reach the ultimate objectives of people visiting regularly and spending, while present. Some of these recommended concepts are explained in section 7.2.

Nonchalant Shoppers

Shoppers in this category visit the shopping centre not on the basis of their emotions, but out of necessity. For instance, Tauber (1972), in explaining people's motives for shopping, records that there are concepts traditionally accepted or widely accepted as a role in society for housewives, husbands, or mothers; and these individuals may be encouraged to engage in these activities. For example, grocery shopping is a customary activity of the housewife. Attempts to eliminate "food shopping" through home delivery and telephone orders have to date been relatively unsuccessful.

Apparently, the process of grocery shopping has positive utility for a large segment of women who view it as an integral part of their lives (Tauber, 1972). "I visit the mall

either way without regarding feelings; whether I am upset or happy, when there is something specific to be done, or that is needed at the mall, I do it, regardless of my emotions” said one of the shoppers.

From the interview questions regarding whether visits are associated with emotions, the results indicate that 37.5% of the shoppers interviewed visit the mall when they are happy; whilst just 2.5% of the shoppers go to places other than the mall, when they are happy. As many as 20% of shoppers, when unhappy, visit the mall, followed by both 20% of shoppers going to other places rather than the mall, when unhappy; and shoppers that do not consider their feelings, when visiting the shopping centre (20%). The results are shown in the graph, Figure 7.2, below.

Figure 7.2: Emotions associated with mall visits

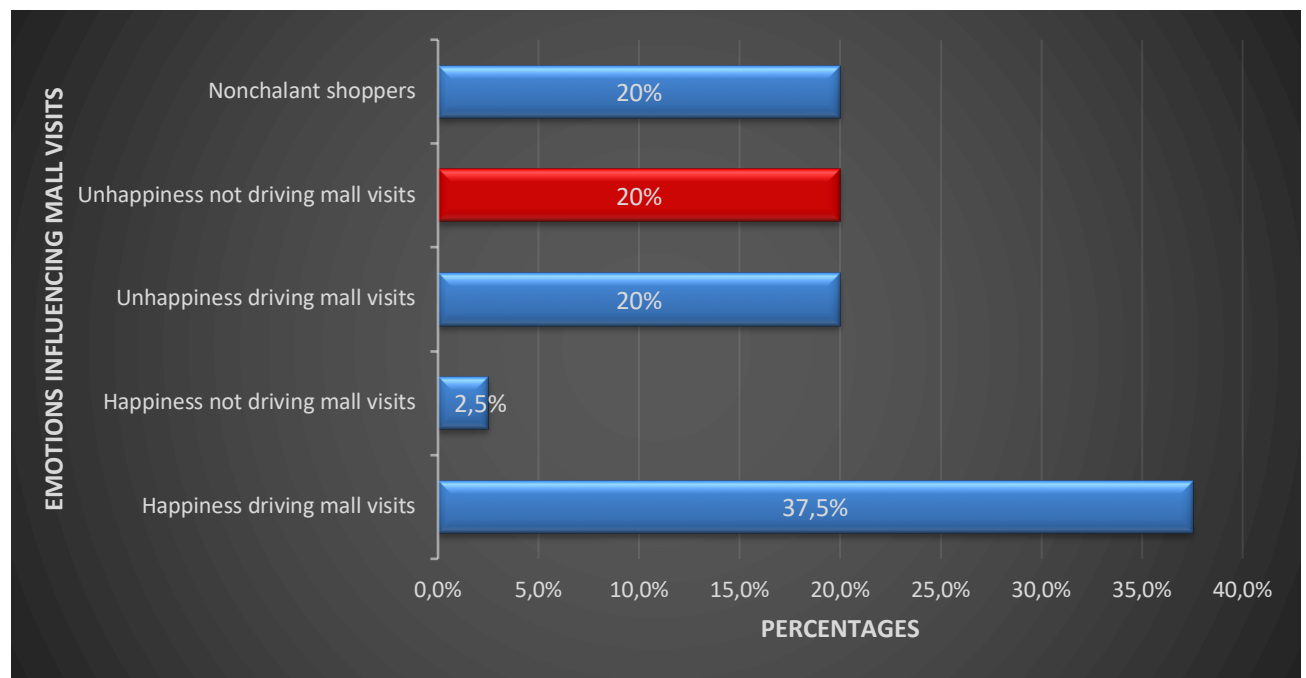


Figure 7.2 illustrates the emotions associated with mall visits, revealing 5 different categories of circumstances emotions where these people do mall visits. In analysing the various categories, it is evident that most shoppers visit malls, as a result of their happiness, and are even happier after these visits, **revealing the impact shopping centres have on individuals**, and also unveiling the role of shoppers’ emotions on the frequency of their shopping trips. These positive emotions born by shoppers

towards shopping centres is as a result of these positive emotions that are tapped into by shopping managers and owners from extensive research and market analysis, initiating designs and concepts that stimulate the senses of shoppers; thus, giving them great experiences after mall visits, enough to retain them and keep them coming back for more visits. The positive impact of shopping centres to shoppers' emotions is still becoming apparent; as we shall see in another category: very few of the shoppers (2.5%) when happy are at places other than the mall, with 20% of the shoppers when unhappy visiting the mall.

In attempting to satisfy the objective of shopping centres being the go-to place for shoppers, whether in good, bad, or nonchalant emotional states, **a further research can hence be done on ascertaining where 20% of the shoppers that are at places other than visiting the mall when unhappy**, and incorporating these spaces also in the mall, expanding the shopping centre's functionality and accommodating all sorts of shoppers.

This should make the mall the perfect place to be, broadly being convenient for shoppers with different tastes and preferences in general, and as a result, increasing frequent visits to the mall. In dealing with nonchalant shoppers, who basically are of the opinion their reasons for visiting the mall are not dependent on feelings, managers and owners upon investigating the interests of this category of shoppers could also introduce strategies in the mall that would incite the emotions of shoppers who are of the above-mentioned notion.

7.3.2.2 The influence of mall elements on shoppers' emotions

Shoppers gave some interesting responses from the interview question that analysed the effects mall elements have on stimulating the moods of customers; with elements carefully listed, for respondents to select the ones that positively or negatively influence their emotions, when present in the shopping centre. Mall-attribute options listed for respondents to choose from included: music, lighting/natural lighting, crowding, ambient scents, design features and safety/security; all of these factors are of importance to shopping centre managers and owners for meeting customers' expectations. After reviewing the common notions that surfaced from the shopper interviews regarding the mall elements, these elements are numerically analysed,

observing the most selected elements to the least, in terms of their positive and negative impacts on shoppers' emotions. The increasing saturation of the market, which intensifies competition, together with the growing expectations of customers have resulted in the necessity to stand out from market rivals.

To make this possible and effective, it is necessary to identify the factors, which determine the attractiveness of shopping centres in customers' eyes (Mikolajczyk et al., 2012). It is however also the key to ascertaining the infamous factors from the perspective of shoppers, in order to establish measures that would mitigate these negative attributes.

Among the outlined mall elements, most shoppers interviewed criticized the situation of the mall being crowded. "I am not one that likes crowded places, they upset me" said one of the respondents. Another respondent opined that, where there were crowds in the mall sometimes, this was as a result of exhibitions, or of events occurring, such as magicians performing magic tricks in the mall, which he liked. Other than such events, he hated the mall being crowded and rather visited, either on weekdays or early during weekends, as the mall had a chilled atmosphere.

Music as a mall element had mixed reviews from shoppers, as some felt they did not relate to the music, hence were not affected by it. One respondent revealed that stores that played loud music upset him; consequently, those stores were never again on his go-to places. Some did not pay attention to the music; and in most instances, they hardly heard music being played in the common areas, when they visited the mall. Others perceived the music as being convenient for them; as it relaxed them and positively influenced their moods.

In terms of design features, interestingly, there were few who were of the opinion that, due to Highveld Mall being Mpumalanga's hugest mall, the design and size could be better. As one respondent put it, "the design features of the mall are OK; I will give it 5/10; mainly because the pathway in the mall is very straightforward and simple, considering that this mall is the most dominant in Witbank".

On the contrary, an old respondent stated that although the pathway in the mall was simple, it allowed him to find his way around more easily, without getting tired of walking around. "I went to Menlyn Park recently; the design set up for that mall is far

different from that of Highveld Mall. When you are at that side, you feel like you are in a regional mall. Here, one does not get that vibe, considering it is the only mall around this area” was said by another respondent.

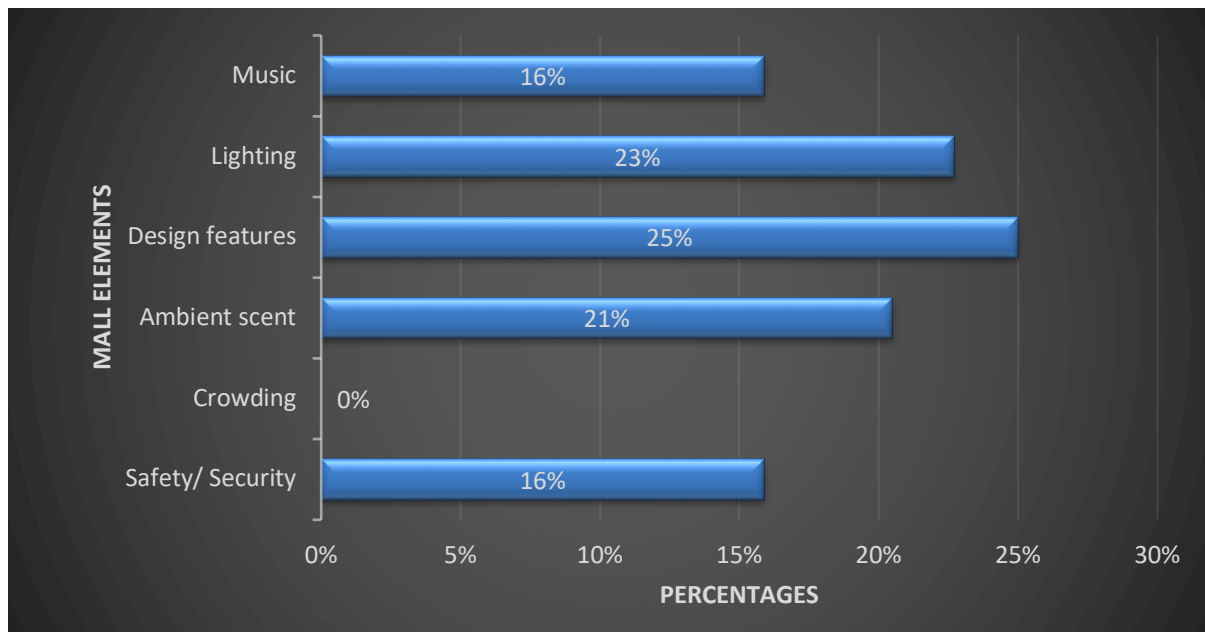
Some of the respondents, when asked about security in the mall, said that they felt safe and comfortable; as most shoppers’ response was on the availability of tight security. Positive responses were given by shoppers concerning the lighting/natural lighting of the mall; as most of the respondents revealed that the lighting positively impacted their moods in the mall, especially around the Restaurant Boulevard area.

Another element by which the respondents were favorably impacted was the ambient scents, as no respondent reported any issues of bad odor coming from areas in the mall. One respondent notes, “this mall is well ventilated, so there is no bad smell around”. Recognizing those mall elements that positively affected shoppers’ emotions would restore the confidence in both tenants and customers of the mall; as the mall would develop a good reputation, with managers and owners laying the emphasis on those mall elements that have the ability to impart the identity of the mall in unique ways, in order to draw more shoppers.

In analysing the different mall elements and how they affect the emotions of shoppers, the results are examined by graphs; according to the most frequently selected elements by respondents. In reviewing how the mall elements positively impact the shoppers’ emotions, the design feature of the mall was most frequently selected (25%); revealing that the architecture and overall design of the mall is widely regarded by shoppers; and as such, the managers and owners of the mall should continually make an effort to maintain and upgrade the mall’s architectural design, which would appeal to shoppers, attracting them to the mall regularly.

The lighting/natural lighting is followed, which favoured 23% of the respondents, then the ambient scent/ventilation in the mall, with 21% of the respondents being positively impacted. Music and security elements shared the same position, with 16% of the respondents’ emotions being influenced positively by these. Crowding unsurprisingly was the least selected, with literally no shopper favourably impacted by this mall attribute. The results are presented in the graph below.

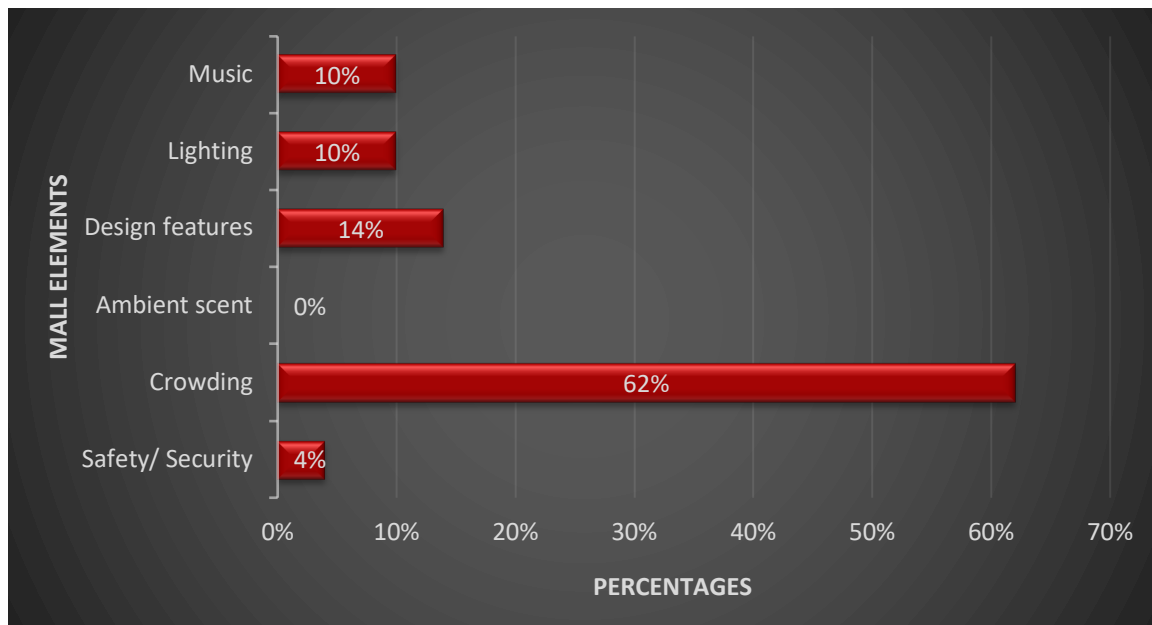
Figure 7.3 Positive impacts of mall elements on emotions



Regarding negative feedbacks on mall elements, avoiding crowding of the mall spaces was the common notion of shoppers (62%), as the mall being crowded made them feel uncomfortable. With the pedestrian walkways of the mall being crowded, there is likely to be an increase in theft activities, making shoppers unsafe when walking through the mall spaces. The mall managers and owners should therefore make sure that mall pathways are wide enough, creating enough space for shoppers to move around easily and establishing concepts that manage crowded spaces, such as conveniently placing CCTV cameras at suitable places and keeping them in good condition.

Negative feedback was followed by the design features of the mall (14%), as some shoppers disagreed with Highveld Mall's claim of being the only regional mall in the area. It should have been established like the Menlyn Parks and the Sandton City Malls. Very few shoppers agreed on the music (10%), lighting (10%), ambient scents (0) and security (4%) negatively impacting their moods. The results are illustrated in the graph below.

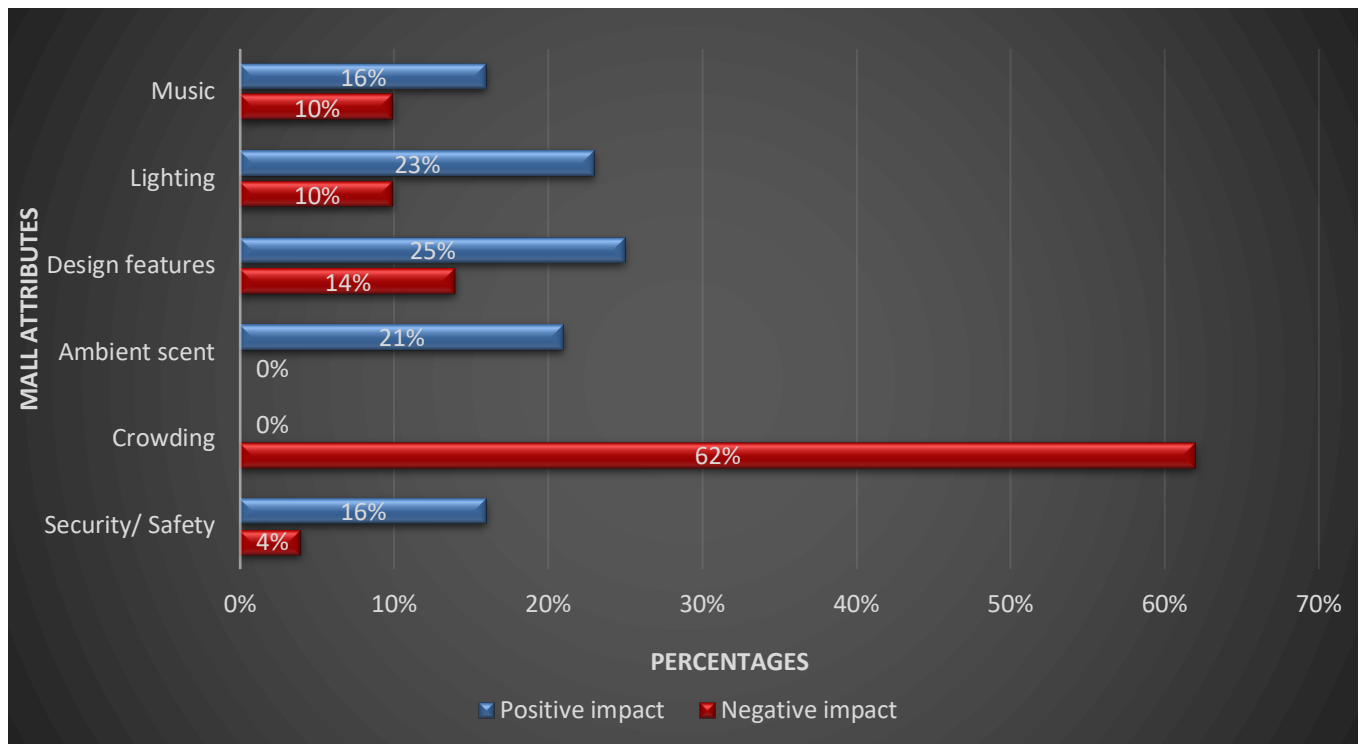
Figure 7.4: Negative impacts of mall elements on emotions



The negative and positive responses are thus reviewed in combination; since they are merged and represented on a graph (Figure 7.5). It can be observed that given the various mall attributes, shoppers were impacted more positively than wrongly except on the crowding factor. The respondents all rejected the idea of having a crowded mall; and they wanted a more spacious pedestrian pathway for efficient mobility around the mall. With regard to the ambient smell, all the respondents interviewed had no issues about the ventilation and odours arising from the shopping centre; as these were efficiently managed by the mall management team, providing great ventilation and a serene environment for shoppers to feel comfortable.

This can be seen by these factors (crowding and ambient scent) having a 0% response in their respective categories. The above analysis is represented on a grouped bar graph below.

Figure 7.5: Negative/ positive impact comparison



7.3.2.3 Additional mall factors recommended by shoppers

Emerging from the shopper interviews, when questioned on any additional elements that the shoppers would like to see added to the mall, there were a number of interesting responses. This interview question required the opinion of shoppers based on their experiences visiting the mall; therefore, regular visitors to the mall were targeted; as appropriate responses were assured. The results are furnished, according to the analysed emerging themes:

Shopping Centre Extension

The present size of the shopping mall was an unpleasant factor for most shoppers when interviewed regarding additional elements they would like to see added. The mall, according to them, was in dire need of an extension – considering the high shopping trip frequency of shoppers, and the presence of Highveld Mall being the only regional mall in the area. In response to competitive, as well as community changes, the action in the shopping centre world has shifted from the construction of new malls

to the rehabilitation, repositioning, and intensification of uses at existing mall sites around the country (Beyard et al., 2016). Most respondents, however, felt that the Highveld Mall has little to no major competitors in their vicinity, hence the standards of the mall (including the size) should match other reputable malls in Gauteng.

As one respondent stated, “This mall simply needs to be extended, because it is a regional mall”. Another respondent interestingly highlighted that the mall needed a revamp, with upper floors incorporated; resulting in more stores and increased options for shoppers. The respondent jokingly noted, “I long to see the day when escalators will be built going to the upper floors; not these annoying escalators that rather lead down to the car park. I want floors upon floors, I want to get lost in the mall”. It is therefore evident that shoppers are in dire need of seeing the mall extended.

Extended mall trading hours

A common viewpoint from shoppers was the fact that shops in the mall closed very early, according to their liking. They, therefore, affirmed that the Highveld Mall would be a better place if the trading hours were extended, especially on weekends; since most individuals are free of work duties at the weekend. Mall trading hours extended would mean increased mall foot count, thus opportunities for shops to increase their turnover, which would generally be favourable to the shopping centre. “You can’t have a mall that closes earlier than usual throughout the week. Witbank is dominant for mining, People go to work very early in the morning and knock off around 5-6pm throughout the week; around then the mall is closed, meaning these individuals are deprived of purchasing items; when they would otherwise have the opportunity to shop, and not just at weekends”.

Beyard et al. (2016) explain that in upgrading declining malls that would best suit the needs of communities, the objective is to develop a plan for growth that meets the financial and operational requirements of the owners and manifests the vision of the community. Highveld Mall owners should, therefore, consider the community residents’ needs with regard to extending mall trading hours, in order to reflect the community’s vision.

Mall's tenant mix

The most dominantly proposed conception of shoppers was the importance of tenant mixing with the shopping centre. Cloete (2016) defines tenant mix as the distribution of stores in a retail centre, according to the space, price points and the relationship between the shops in the centre. Most of the respondents opined that diverse international stores being introduced in the mall would be a major booster to the mall's reputation in addition to the traditional brands that the mall already has. The introduction of stores to the retail mix, such as Adidas, Timberland and H&M indicates the mall is moving in the right direction, introducing more exciting stores to the mall.

"There should be a change in the shops; the shops in the mall are boring. There should be a new, diverse mix of shops, including international brands," said one of the respondents. Cloete (2016) discloses the relevance of tenant mixing in shopping centres:

- To meet the desires of consumers in terms of diversity and the appeal of shops.
- To lengthen the duration of shopping trips.
- To assist consumers in cross-shopping within the centre, comparing prices.
- To generally meet the mall's productivity objectives and demands.

This demonstrates the relevance of shopping centres getting the concept of tenant mix right; since this results in various benefits. Williams (2015) explains a method of gradually introducing stores, so as to examine how successful they could potentially become. The pop-up store approach is an innovative concept that allows brands to set up temporarily within the shopping centre. The pop-up also allows brands to test locations and concepts at a reduced investment before committing to a long lease. This concept can be incorporated by the management and the developers of Highveld Mall; in introducing international brands and other diverse stores shoppers desire to create a buzz and to test the market.

Open/play area within the mall

It was a popular idea to create ample fun-friendly spaces within shopping centres – just for the purpose of social interaction, fun and entertainment, thereby enabling shoppers of all age groups to socially engage. These are areas that would encourage shoppers to prolong their shopping trips; since their happiness is impacted. More socially engaged residents may be able to better combat threats, such as crime and recover from disasters (Pfeiffer & Cloutier, 2016). This likewise applies in shopping centres, as the more socially engaged shoppers are, the less likely the risk of criminal activities; since shoppers would be looking out for one another. “Witbank is expanding, with many on-going real estate development projects and smaller retail centres revamping. Highveld Mall owners and managers could become even more dominant in Witbank by introducing the ‘Ice Rink’, which would draw a huge crowd and set the mall apart from potential competitors; as there is no Ice Rink in Witbank area” claimed a respondent.

Some of the respondents were also of the view that a seating area, like a lounge, just for eating, social interaction and relaxation amongst shoppers with green design concepts should be incorporated. As Shah (2016) explains, creating a sustainable physical environment within stores and malls, such as greenery and natural lighting, would improve people’s well-being and lives, subsequently resulting in malls performing better economically.

Summary

This section has discussed significant information obtained from mall shoppers through the interviews conducted. Firstly, it is prominent in this section how emotions influence mall visits by shoppers; with happiness driving mall visits being the highest opined by shoppers amongst the five categories, thus disclosing the impact that Highveld Mall has on various shoppers.

Regarding the mall attributes/elements influencing shoppers’ emotions, the top two elements that impacted shoppers’ happiness included design features and the lighting present throughout the mall; especially the design features and the lighting in the Entertainment Area (the Ridge) and the Restaurant Boulevard (see Figures 7.10 and

7.14, respectively), hence confirming the reason why these two areas are widely loved by shoppers in this research study.

7.4 Testing of App on Mall Shoppers

7.4.1 Results of the Sample Frame

This section incorporated a new web interface created specifically for the research study, to ascertain the emotions of shoppers in various areas of the Highveld Mall. This app design can be used for further research at various malls. This electronic questionnaire was designed for the use of mall shoppers of all age groups, specifically on how the various Highveld Mall spaces influence their emotions. 50 shoppers were intended to engage in the questionnaires (50); and this was realised; since fifty respondents answered the electronic questionnaires, thereby providing a 100% response rate.

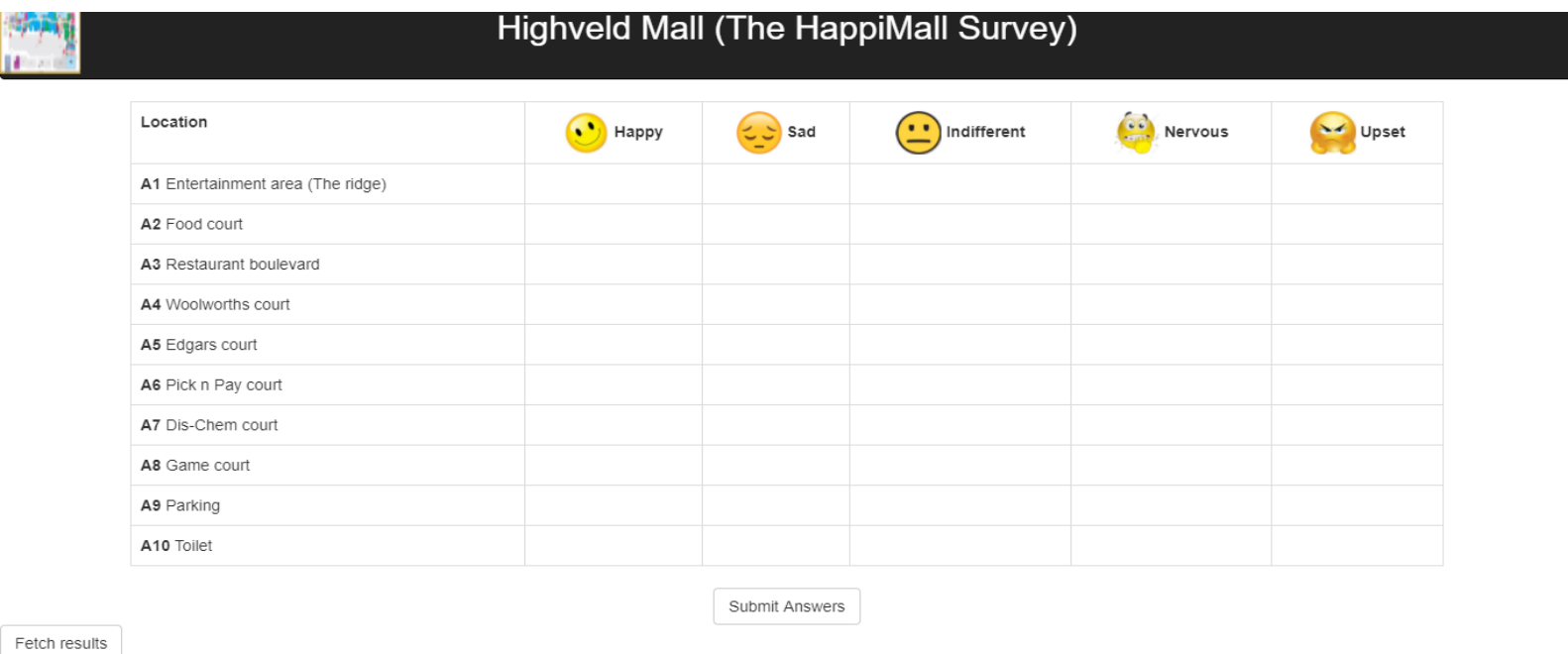
7.4.2 Results of Electronic Questionnaires for Mall Shoppers

The electronic questionnaire comprised a statistical web interface, designed by two Computer Engineering students in the University of Pretoria. This contained ten (10) listed locations in the shopping centre, requiring regular mall shoppers to respond on how the various listed areas affected their emotions, when given options of five (5) different emotions from which to select an option (see Figures 7.6 & 7.7). The nature of the primary data obtained required a statistical analysis, to assess the relationship between the dependent and independent variables; the independent variables being essentially the various areas in the mall, carefully examined and determined to evaluate the impact on the emotions of shopping visitors.






The dependent variables tested were the different emotions experienced in each mall space listed. GPS points were used in locating the specific points in the various areas on the mall's map, by which the respondents gave feedback on the kind of emotions experienced in the spaces (see Figure 7.8).

The figure below illustrates a screenshot of the statistical web interface used for the purpose of ascertaining the emotions shoppers feel in the various spaces of the mall.

Figure 7.6 : Statistical web interface



The image shows a web interface for a survey titled "Highveld Mall (The HappiMall Survey)". It features a table with 10 rows representing different locations (A1 to A10) and 5 columns representing different emotions: Happy, Sad, Indifferent, Nervous, and Upset. Each emotion is represented by a corresponding emoji. Below the table are two buttons: "Fetch results" and "Submit Answers".

| Location |  Happy |  Sad |  Indifferent |  Nervous |  Upset |
|-----------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| A1 Entertainment area (The ridge) | | | | | |
| A2 Food court | | | | | |
| A3 Restaurant boulevard | | | | | |
| A4 Woolworths court | | | | | |
| A5 Edgars court | | | | | |
| A6 Pick n Pay court | | | | | |
| A7 Dis-Chem court | | | | | |
| A8 Game court | | | | | |
| A9 Parking | | | | | |
| A10 Toilet | | | | | |

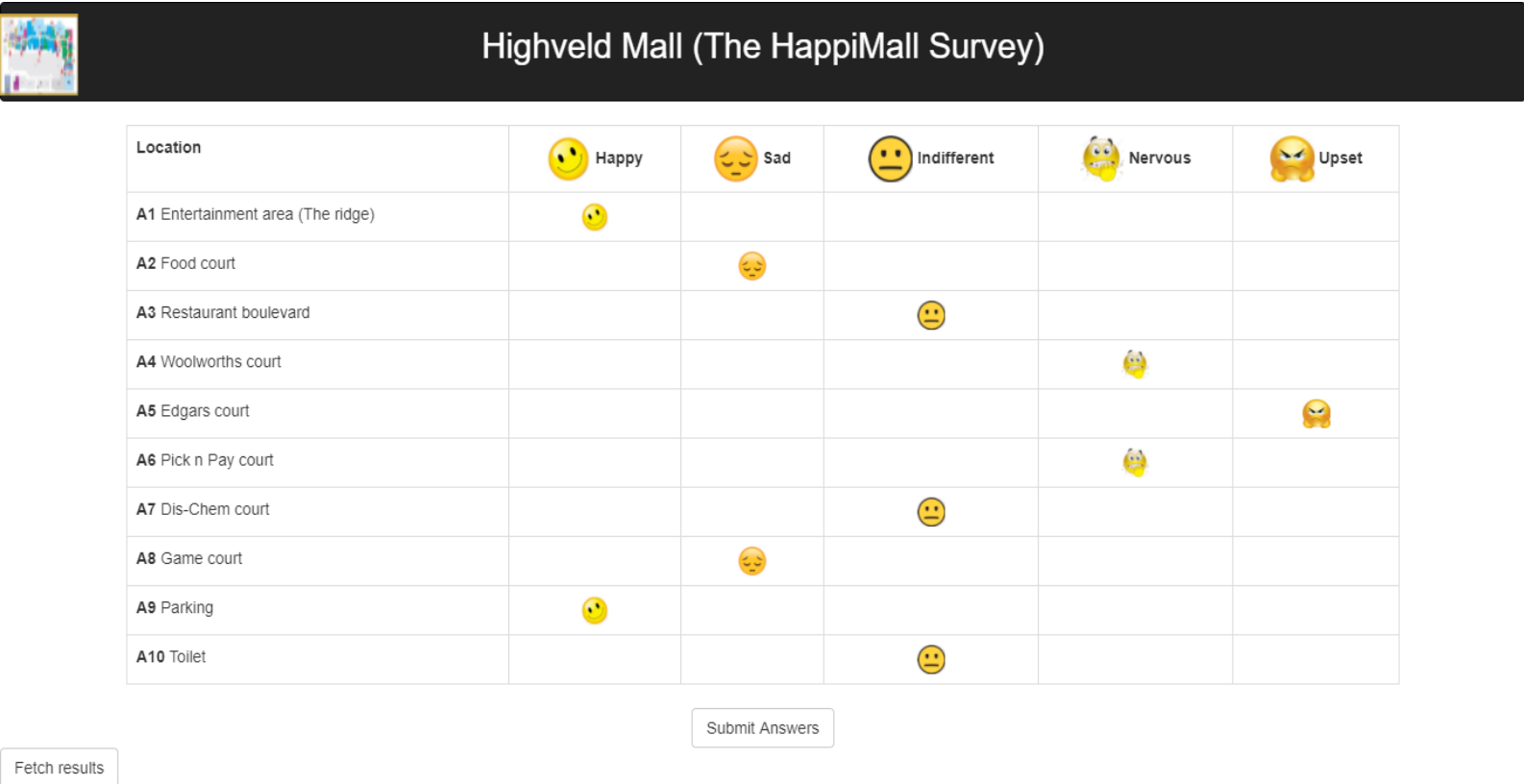
Fetch results

Submit Answers

Figure 7.6 displays how the web interface was designed, with locations of the various areas on the left column numbered A1 - A10, indicating areas, such as A1 (Entertainment area), A2 (Food Court), A3 (Restaurant Boulevard), A4 (Woolworths Court). The emotions were indicated by using emojis, such as happy, sad, indifferent, nervous and upset; displayed in a row; making it easy for the respondents to give feedback.

Figure 7.7 demonstrates an example of how one shopper responded with regard to the way the individual felt in the various listed areas of the mall.

Figure 7.7: Sample of a respondent answering the questionnaire



The figure above indicates how a shopper responded in the various listed spaces, with the different emotions also displayed, as options from which to choose. As the shopper tapped the appropriate areas on the web interface to signify the emotions felt, an emoji appeared next to each and every location A1 – A10; corresponding with those emotions chosen by the respondent.

Figure 7.8 is a screenshot of the mall map, indicating various locations shoppers found themselves in, where they were expected to give responses on their emotions.

Figure 7.8: Location of listed spaces



From the above figure 7.8, it is clear that GPS points were used in locating the specific points in the various areas on the mall's map, by which the respondents gave feedback on the kind of emotions experienced in each of those spaces.

General Assessment

A general analysis is provided on the overall results obtained from the electronic questionnaire given to the respondents; this is followed by the independent variables, that is the various listed areas in the mall, each being scrutinized, using pictures and graphs for additional analysis. Attention was paid specifically to the manner in which each of these listed spaces influenced the emotions of shoppers, with responses from shoppers given, based solely on their opinions, and the final results indicating the level

of customer satisfaction of these areas. The dependent variables, which are the different emotions shoppers experienced, were also individually analysed, with regard to the different listed mall spaces.

From the results given, problem areas could be easily detected, whereby ways of improving these problem areas would be seen as being the next step, ultimately to suit the shoppers' interests and satisfaction.

Figure 7.9: General electronic questionnaire results

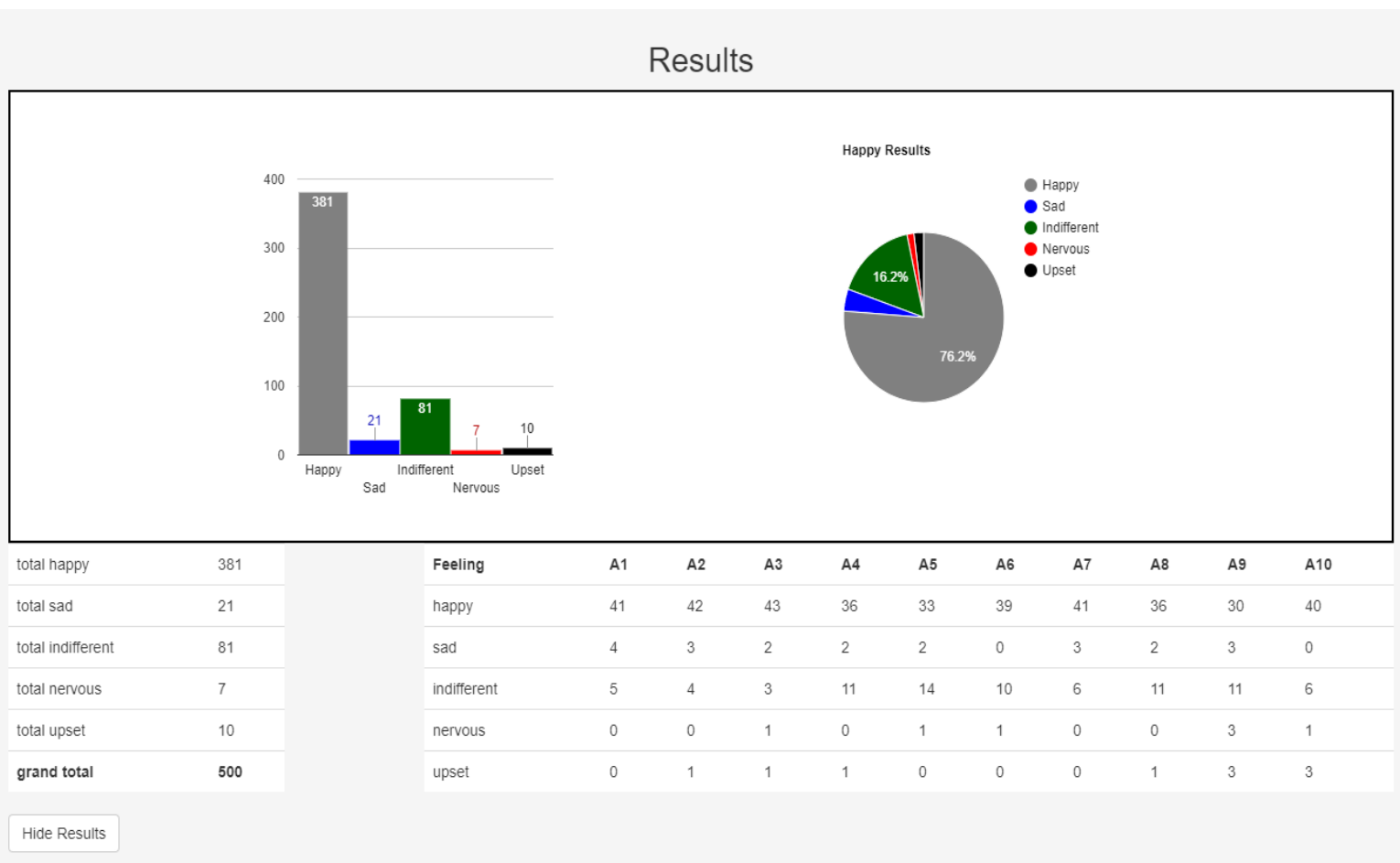


Figure 7.9 indicates the general results of the research survey conducted at Highveld Mall with various shoppers, after using the statistical web interface. From the survey conducted, there was a total of 500 emotional responses from the shoppers expressing their emotions in the various spaces; as each of the 50 respondents had to provide feedback from ten (10) different listed areas. The most dominant of the emotional responses was the happy feeling, revealing that most spaces in the mall influenced shoppers positively. The responses given, other than the happy response,

reveal the fact that the listed spaces still lack that spark of attraction, in the opinion of some respondents, presenting an opportunity for these spaces to be improved by the mall owners/management team.

A total happy response of 76.2% was recorded, more than four times the amount of the other emotions revealed. The reason for such a high amount of happy responses can be attributed to the fact that the Highveld Mall environment, with its architectural designs, lighting and other happy mall elements continue to meet the demand of most shoppers, hence the large number of positively impacted shoppers. The second most-recorded emotional response was the indifferent emotion, with a total feedback of 16.2%. Shoppers responding with the sad emotion, considering the different areas followed, with a total of 4.2% sad emotional feedbacks. There were only 2% of the total responses, where few shoppers in the mall reported them.

Lastly, the least emotional responses recorded was shoppers being nervous; with a total of only 1.4% nervous feedbacks.

In order to attain close to a 100% happy feedback from shoppers, it is important that the mall owners and the management team improve the various spaces listed, carefully considering the happy city elements applicable in shopping centres, but which were not observed in Highveld Mall, and implementing these concepts in the mall to help impact the happiness of shoppers positively. For instance, the concept of incorporating sustainable features, such as lighting/natural light and greenery, in the various spaces could be the crucial factor in creating that environment by which the shoppers would constantly be attracted.

Furthermore, the additional mall factors recommended by shoppers could be practised, such as extending the mall trading hours and the introduction of new diverse stores, thereby improving the tenant mix in the shopping centre, which would best meet the demands of shoppers, hence influencing positively their emotions.

Detailed Assessment

In this section, the independent variables – which are the various listed spaces in the mall, are independently analysed, detailing with pictures and graphs the description of these areas, and the impact these spaces had on the emotions of shoppers from the results of the survey. Photos of the various spaces were taken early in the evening, when the mall was less busy, so that the best possible view of spaces could be observed. Graphs are also used in each of the listed spaces, in order to further evaluate the findings.

A1 – Entertainment Area (The Ridge)

Figure 7.10: Photos of entertainment area



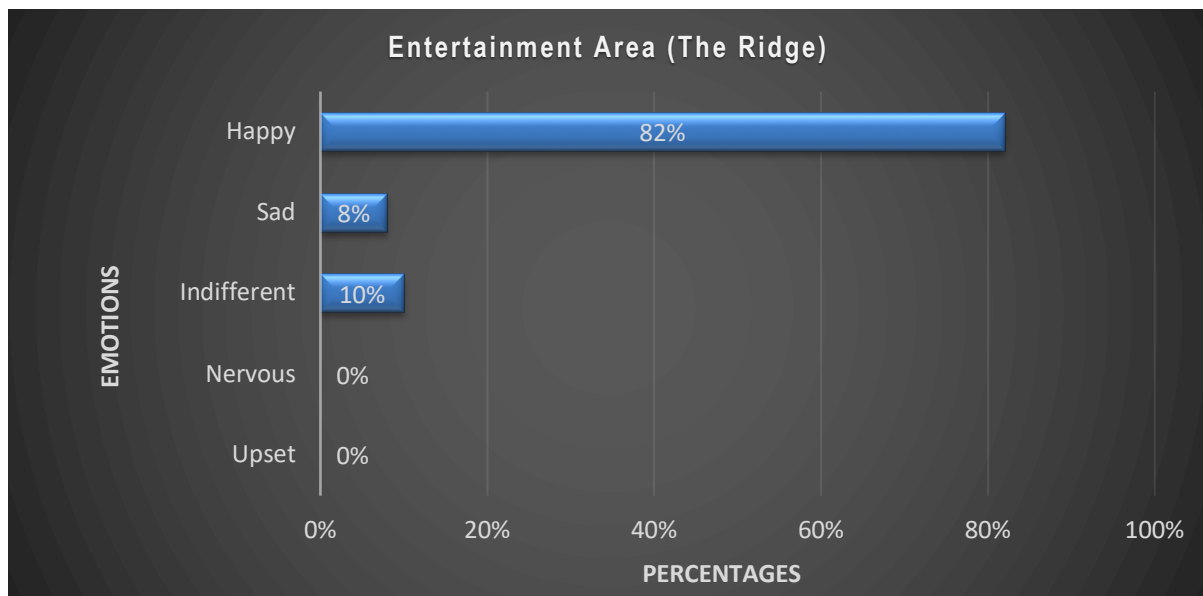
The entertainment area is definitely the fanciest space in the mall, with many activities for shoppers to indulge in, including bowling, watching movies, a casino, and the magic company, which provides a variety of games for younger ones to play.

The Entertainment Area offers an environment ideal for entertainment purposes, with its thrilling atmosphere – the major components being the lighting and architectural design (as seen in Figure 7.10), inciting shoppers to engage in the activities, thereby impacting shoppers' well-being positively. This is evident with the sum total of shoppers' happy feedbacks in this space being the third highest, apart from the Food

Court and the Restaurant Boulevard, which attracted the highest number of happy emotional responses – due to the convenience of having food options. The Entertainment Area had the majority of the happy feedback from the shoppers, with 41 shoppers out of 50 impacted positively in this space. That is 82% of happy responses, showing the magnitude of this space’s relevance in the shopping centre. This was followed by 5 shoppers responding indifferently to the space, and subsequently 4 feeling sad in the area; that is 10% and 8%, respectively. There was no emotional response for shoppers being nervous and upset, with both emotional categories having 0%.

The common notion stemming from the sad response was that there were shoppers still wanting a variety of entertainment activities, including the Ice Rink being introduced to the mall. Regarding shoppers that felt indifferent in the space, a suggestion is then made of mall owners and their management team coming up with outstanding concepts that would best suit all the shoppers. Some of these concepts were discussed in section 7.2. The results are illustrated in the graph (Figure 7.11) below:

Figure 7.11: Emotional responses in entertainment area



A2 – Food Court

Figure 7.12: Photos of food court



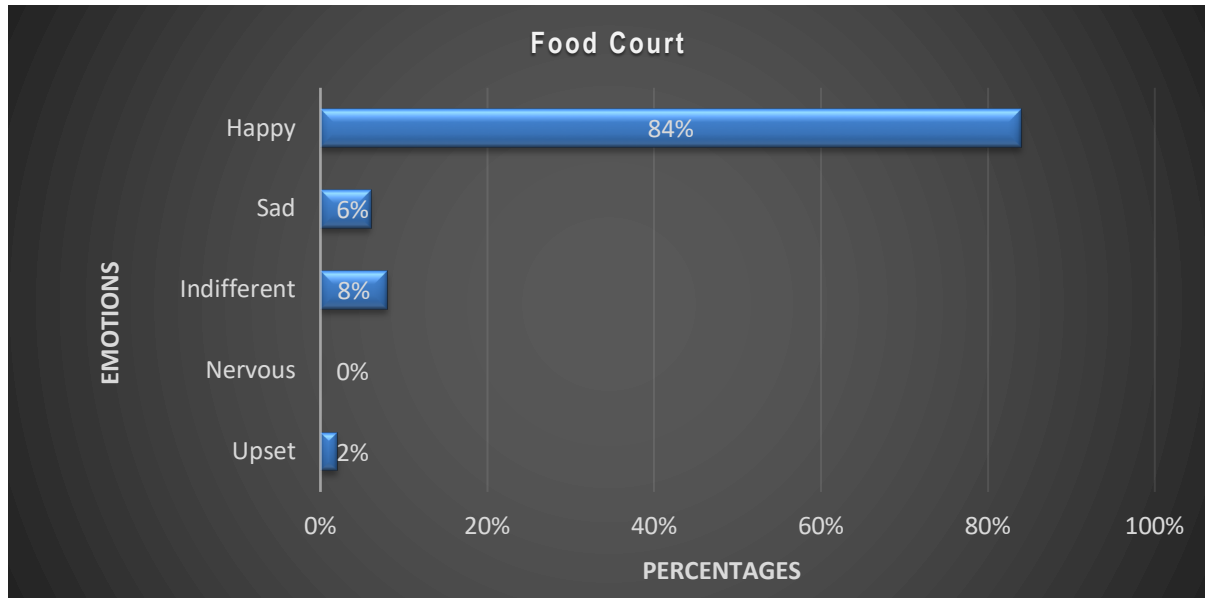
Just as the name portrays, the Food Court welcomes shoppers to a wide array of food options. The Food Court, similar to the Restaurant Boulevard, impacts shoppers similarly; as these two spaces possess a variety of food stores available for shoppers to purchase. One of the stores in this space is Nandos, famous for their spice chicken and Pizza Hut. The ceiling design in this space, with the type of lighting used, adds to its uniqueness; additionally, thereby giving shoppers a great experience when around this space.

From the electronic questionnaires, the majority of shoppers in this space were impacted positively, with 42 shoppers responding happily in the space, the second highest happy emotional responses amongst the category of areas, that is 84% of happy feedbacks. This further shows the impact this space has on shoppers, largely because of the food options; since individuals prioritize on eating all around the world. This follows 4 shoppers feeling indifferent in the space, and 3 shoppers responding with sad emotions, as the common notion for respondents feeling sad was their inability to afford to buy food, due to the high cost of meals in most of the food stores. That was 8% and 6%, respectively.

One shopper felt upset in this area (2%), with no shoppers responding nervously (0%). It is evident that apart from the entertainment activities, the presence of food stores

and restaurants in shopping centres attracts shoppers; since food is a priority in the lives of many, confirmed by the 84% of happy responses from these shoppers, similarly depicted in the Restaurant Boulevard area. The results are represented in the graph below:

Figure 7.13: Emotional feedback in food court



A3 – Restaurant Boulevard

Figure 7.14: Photos of restaurant boulevard

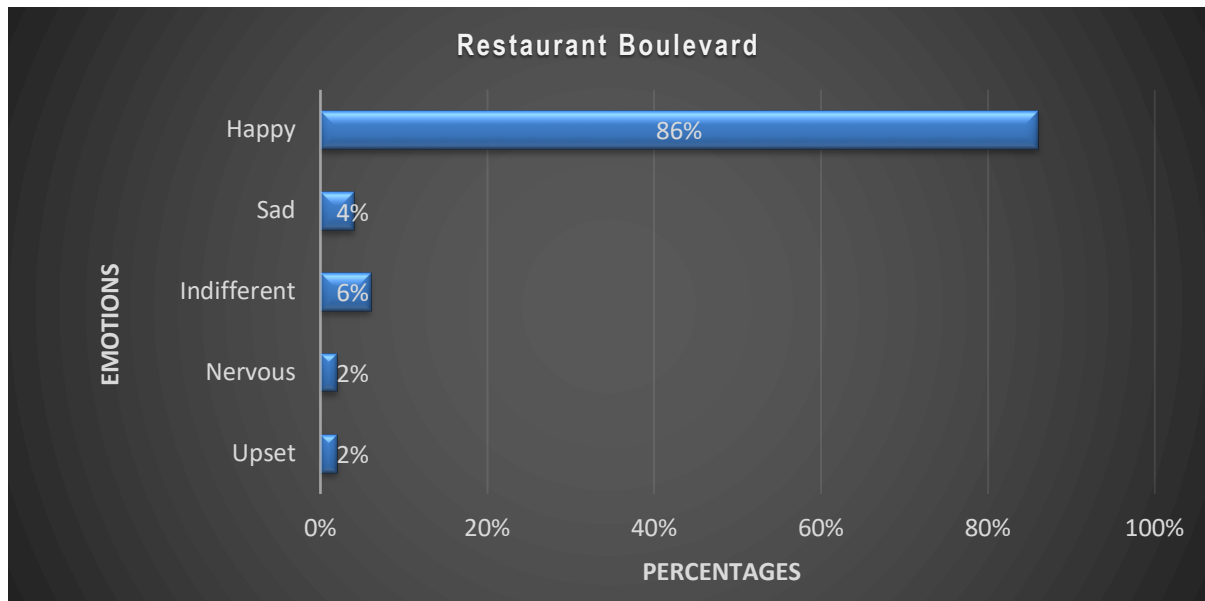


The Restaurant Boulevard, like the Food Court, is an area of interest for most shoppers. Similar to the Food Court, the restaurant boulevard area in the mall is an aisle filled with many food options. Most sought after food stores on this aisle include Spur, News Café, Cappuccinos, Ocean Basket and Panarotti; also, with a Children's Play Area in that aisle attracting the children of shoppers, and making the area a desired destination for most shoppers. It is no wonder that this space of the mall had the most happy responses of all the other listed spaces, showing the dominance of happiness positively impacting shoppers in general, giving the mall a good reputation.

The factors in this area most captivating include again the type of lighting, providing a distinctive illumination of that space, with the architectural design in the area being something to marvel over, ultimately giving that aisle a contagious vibe, with its unique ambience. These elements included in the space significantly contribute to the aesthetic beauty, giving a suitable atmosphere for shoppers in which to have a memorable experience.

Out of the 50 shoppers surveyed on their emotional responses regarding the restaurant boulevard space, 43 of these respondents conveyed happy feedback on their emotions, that is 86% of total shoppers surveyed – the highest number of happy responses, considering all the other listed areas. Only three shoppers felt indifferent in the space (6%), followed by two shoppers giving the sad response (4%), with just one shopper responding nervously and being upset in the space, that is 2% for both these emotional categories. The emerging opinions on the high number of happy responses comes from the fact that the aisle is full of distinguished, mouth-watering restaurants, giving the shoppers various options to visit. Similar to the food court analysis, the sad feedbacks stemmed from these shoppers being unable to afford most food options on the menu in these restaurants. A possible solution to the above could be the mall management team coming into agreement with restaurant managers to come up with affordable specials and deals; favourable for shoppers of all income groups. The above statistical results are displayed in Figure 7.15:

Figure 7.15: Emotional responses in restaurant boulevard



A4 – Woolworths Court

Figure 7.16: Photo of Woolworths court

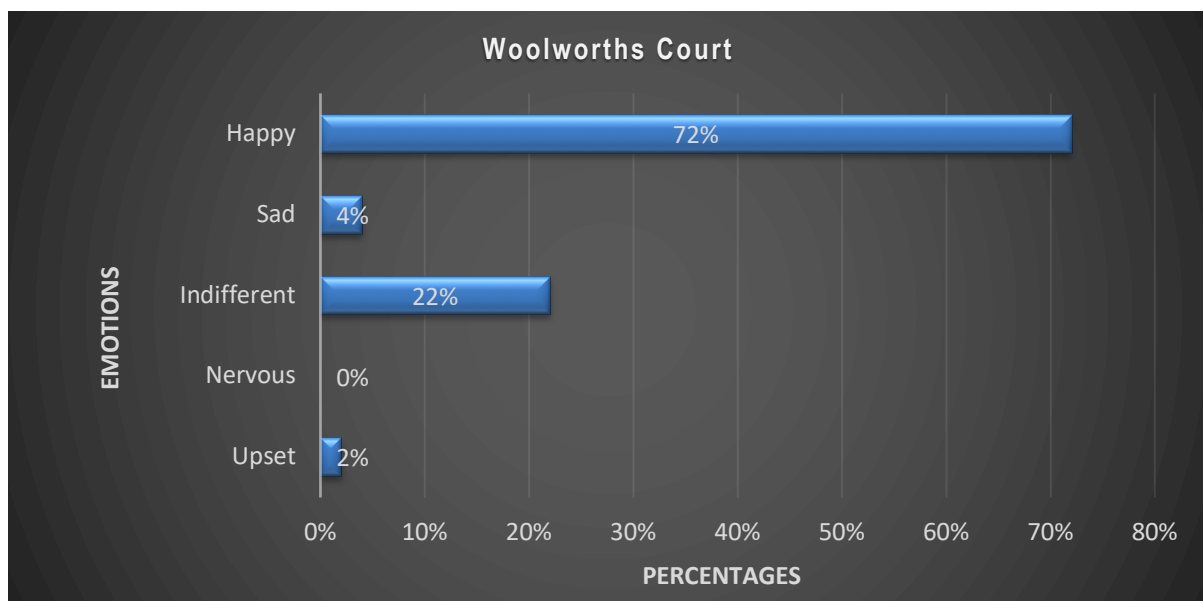


This area of the shopping centre is characterized mainly by the presence of the Woolworths store, one of South Africa's famous brands, with Mugg & Bean, and Earthchild. The existence of Woolworths draws various shoppers, increasing the mall's

foot count, with Mugg & Bean inclusion to the area attracting shoppers as well, making this space a great area to be visited. The Woolworths Court has a fascinating architectural design, with the inclusion of natural lighting giving the space an authentic environment.

Respondents that felt happy in the space were a little lower this time, with 36 shoppers out of 50 answering accordingly. That is 72% of the total respondents' emotional responses being happy feedbacks. Shoppers that felt indifferent were a lot higher in the space of the mall, with 11 respondents replying accordingly (22%). This is followed by two shoppers giving the sad response (4%), with one shopper responding upset (2%); and none feeling nervous in the space (0%). The common opinion from the majority of the space's happy responses was that Woolworths was their favourite go-to store; with Woolworths being an anchor tenant and highly reputable, drawing a wide range of shoppers. Below are the results:

Figure 7.17: Emotional feedbacks in Woolworths court



A5 – Edgars Court

Figure 7.18: Photos of Edgars court

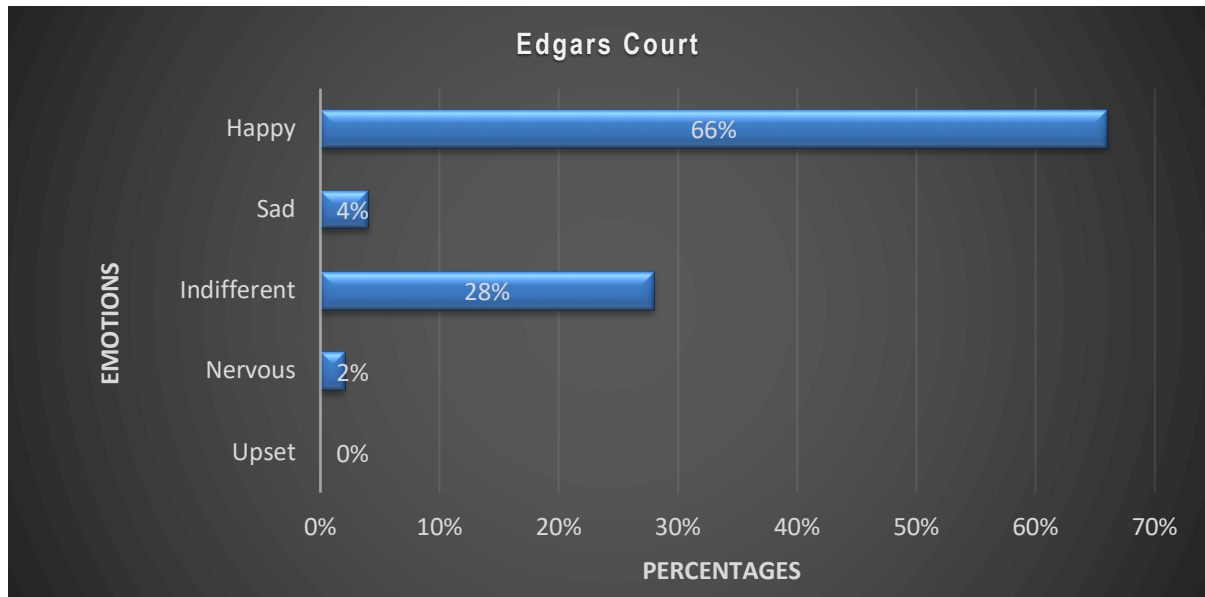


Edgars court is another well laid-out area of the shopping centre, just where Edgars is – one of the anchor tenants, and also amongst the most reputable stores or brands in the country. This area is well-established, with the kind of lighting used creating an appealing atmosphere for shoppers. The ceiling design, different from the other spaces, adds to the aesthetic beauty of that area. This space, in terms of emotional responses, has the most indifferent emotional feedbacks amongst the other listed categories, as shoppers opine that it is just another area, while walking through the mall’s pathway. With Jewellery stores inclusive in this space, such as Galaxy Jewellers and Jèan Andrè Jewellers increases the risk of robberies in this area – due to the presence of jewellery stores, a desired target for criminals.

This listed space produced the most indifferent emotional responses, sparking the need to enforce concepts that would captivate shoppers in a positive manner and would make this area of the mall the most desired location. 14 shoppers responded feeling indifferent, which is 28% of the total responses. Out of 50 respondents for this space, 33 shoppers felt happy in this area, that is 66% of the total responses – the highest emotional response in this area, however, relatively lower than the other listed spaces. One shopper gave the nervous feedback (2%), as two shoppers subsequently gave the sad responses (4%), with none responding upset (0%).

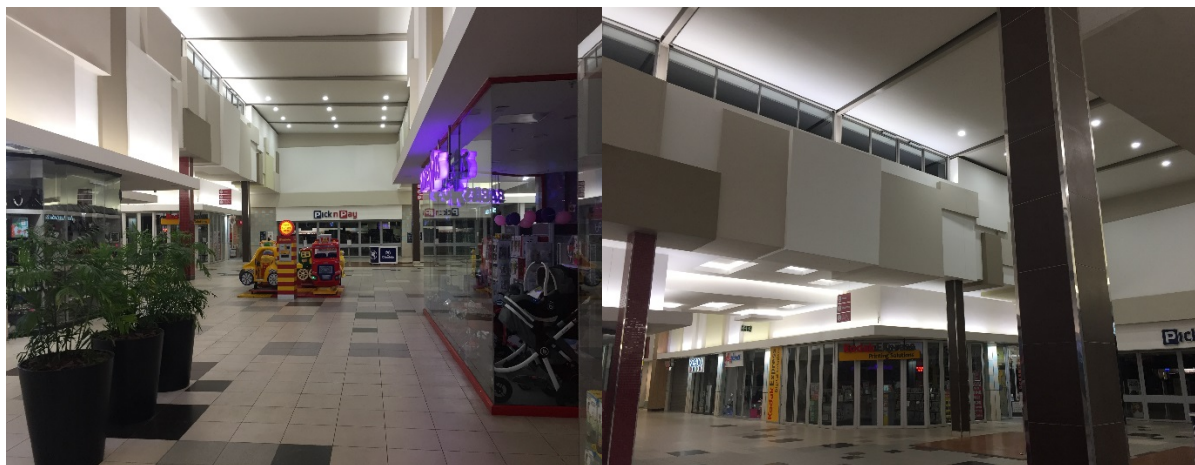
The high level of happy responses in this space emanates from the fact that Edgars is regularly visited by most shoppers, as this department store is one of the giants in the country. The graph below illustrates the results:

Figure 7.19: Emotional feedbacks in Edgars court



A6 – Pick ‘n Pay Court

Figure 7.20: Photos of Pick ‘n Pay court



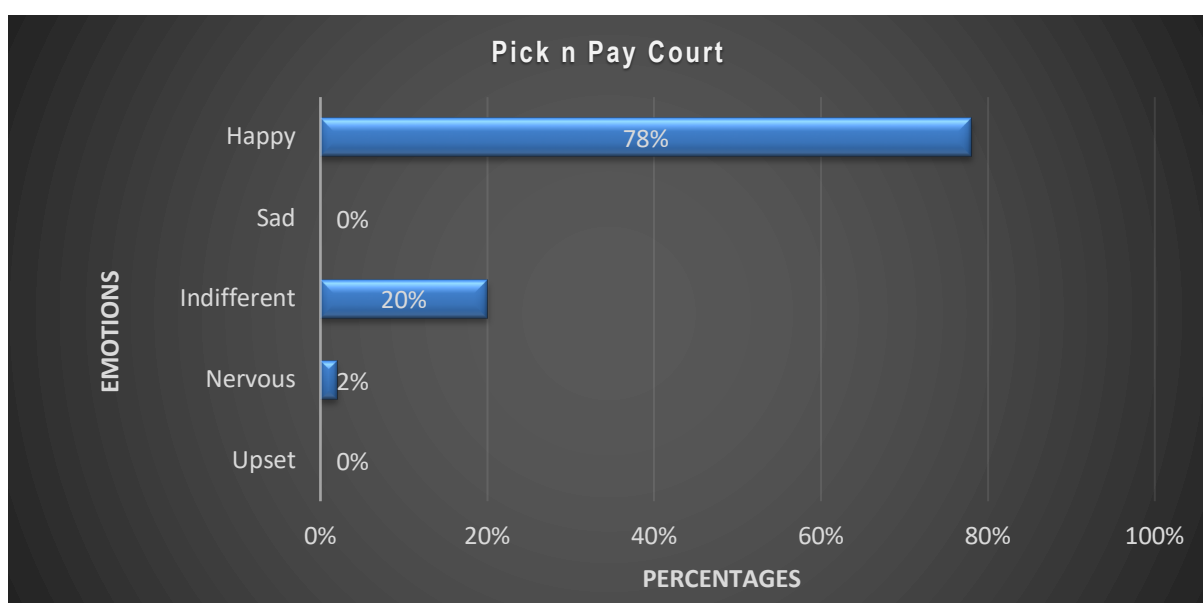
This area of the mall, like the last two listed spaces, is named after another anchor tenant – Pick ‘n Pay – one of the famous retail stores in the country. This space has

different elements all contributing to the space's atmospherics; with the architectural ceiling design, the natural lighting concept included in the space, and the type of lighting, all contributing factors to the aesthetic beauty of the space. Although there are stores, such as Kodak Express, American Swiss Jewellers and King Pie and a locksmith store in the same vicinity, the main attraction is still Pick 'n Pay, a necessary inclusion in the mall's tenant mix, to increase foot count and be a place of convenience in terms of shopping for most customers.

The day-lighting concept used in this area, placing windows on the upper level of the space to give the area internal lighting from the natural light, helped to give the Pick 'n Pay court area a livelier environment, impacting the moods of shoppers positively.

Most of the emotional responses regarding this space were shoppers either feeling indifferent and happy when in that environment. 39 out of 50 shoppers provided happy feedbacks, which is 78% of the total respondents. 10 shoppers felt indifferent in this area (20%), with just one giving a nervous response (2%). There were no sad or upset emotional responses from shoppers regarding this space, turning attention to the need for mall management team and owners to include concepts that aim at satisfying shoppers emotionally, in the attempt to mitigate the indifferent feeling in that space. The results are shown below:

Figure 7.21: Emotional responses in Pick 'n Pay court



A7 – Dis-Chem Court

Figure 7.22: Photos of Dis-Chem Court

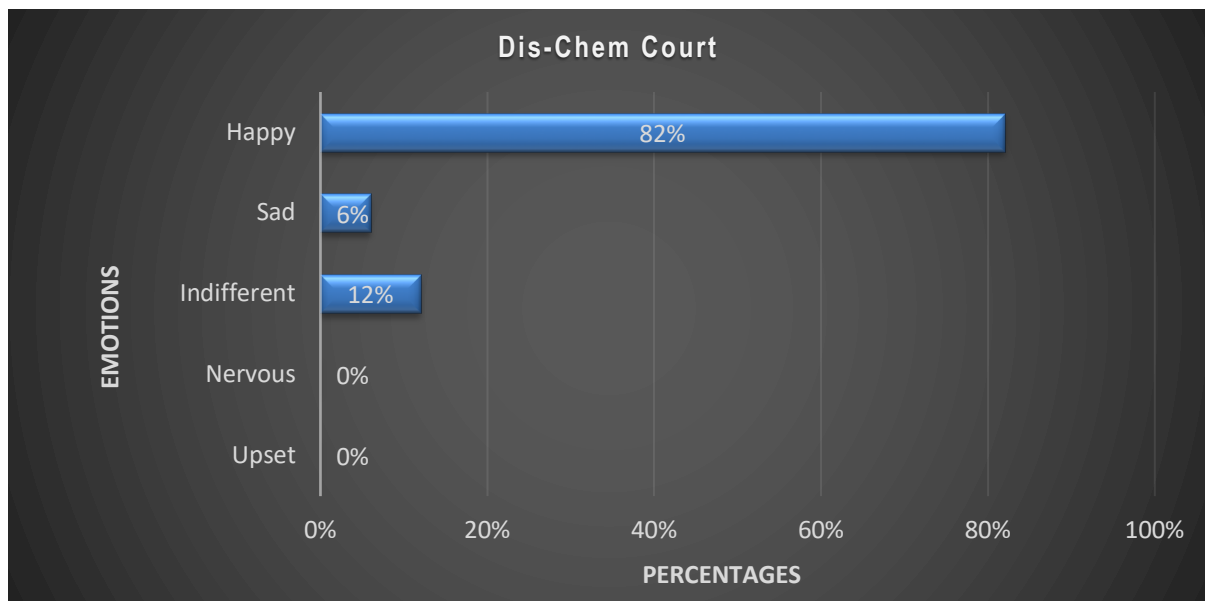


This corner of the mall is an area named after another reputable store, an anchor tenant that deals more with health and beauty products and services. Dis-Chem Pharmacies is an ideal place for most shoppers apart from Clicks in terms of health and beauty purposes. Characterized by the distinctive architectural design, ceiling design and the type of lighting used in illuminating the space, the area provides an ideal environmental suitable for the emotions of shoppers that walk through that space. The area, however, appears to be darker and a little gloomy, compared with the other spaces of the mall, with its location in a corner and the natural light source not as effective during the day. Moreover, with the presence of a Jewellery store just adjacent to Dis-Chem, there is the need to focus on enforcing some strict security measures in the space (concepts like a few mentioned in section 7.2).

As many as 41 shoppers responded happily in being in this space, that is 82% of the total respondents, the result emanating from the fact that shoppers are positively impacted by the presence of the anchor tenant store in this space. Also, the fact that there is an exit into the basement car park, giving convenience to shoppers' safety and mobility. There were 6 respondents that felt indifferent in the area (12%), and 3 respondents giving sad feedbacks (6%); as the common notion for this sad emotional category was that the space put them in a dull mood due to the gloomy, unlighted nature of the environment.

The obvious suggestion in attempting to alleviate this sad feedbacks from shoppers would be that the space should be made livelier by incorporating the natural light concept more effectively, giving sufficient internal lighting during the day – enough to create a vibrant atmosphere. There were no nervous or upset emotional feedbacks from the respondents. The statistics are illustrated in Figure 7.23:

Figure 7.23: Emotional responses in Dis-Chem court



A8 – Game Court

Figure 7.24: Photos of Game court



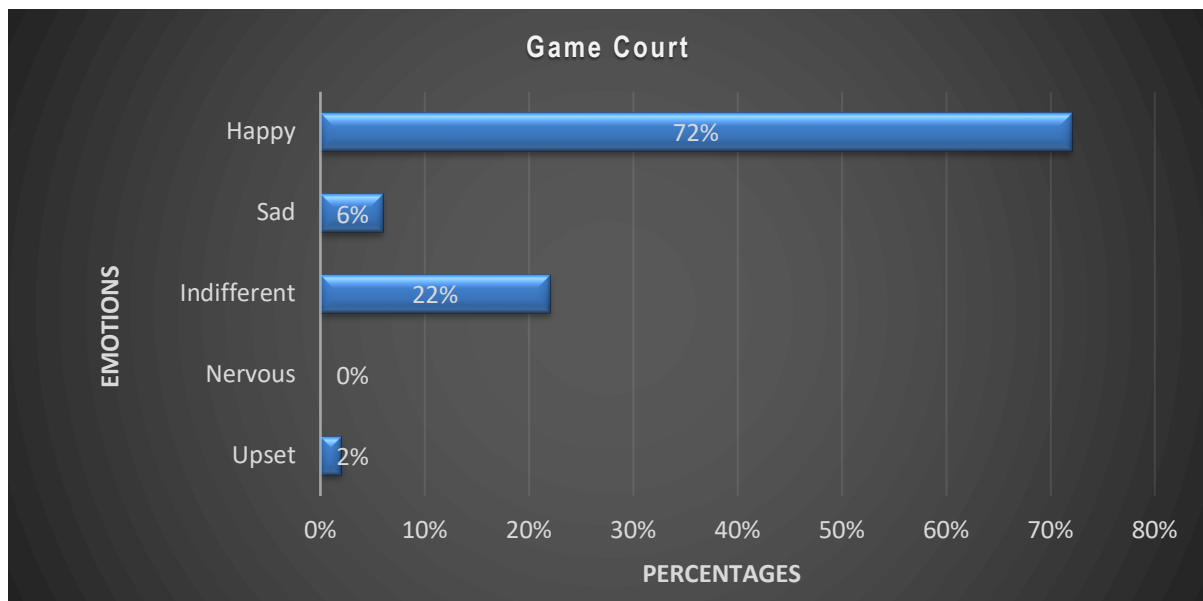
Game Court, just like the other listed courts above, is named after another anchor tenant, a renowned store in the country. This department store is one of the stores in

the mall that attracts shoppers, increasing the mall's foot count. Game court has a similar vibe to Dis-Chem, considering both these areas are situated at a corner in the shopping centre. However, Game Court is a shade brighter, due to the Game entrance not far from that space, bringing natural light to the area. The day-lighting concept is also used in this area – just before getting to this space from the House & Home Court area; but it is not as functional bringing just a little light source around that area.

The type of lighting and the ceiling design used in this space once again lives up to high expectations, contributing largely to the aesthetics of the area. These factors in the space contribute to the welcoming atmosphere in which the shoppers find themselves, as they browse through the mall.

Out of 50 shoppers, 36 of them responded happily in this space (72% of total responses); followed by the indifferent emotional response from 11 shoppers, that is 22% of the total number of respondents. Only two shoppers gave a sad feedback (4%), with just one respondent feeling upset in this space (2%). The majority of the shoppers gave happy responses; and these were derived from the common theme that Game and Hi-fi Corporation, right next to it, comprised a major attraction for shoppers. Sad and upset respondents mostly resulted from the fact that the space lacked that sufficient natural light source, to give a vibrant atmosphere. There were no nervous emotional responses from shoppers regarding the Game Court space. Figure 7.25 displays the results:

Figure 7.25: Emotional feedback in Game court



A9 – Parking

Figure 7.26: Photos of the parking area



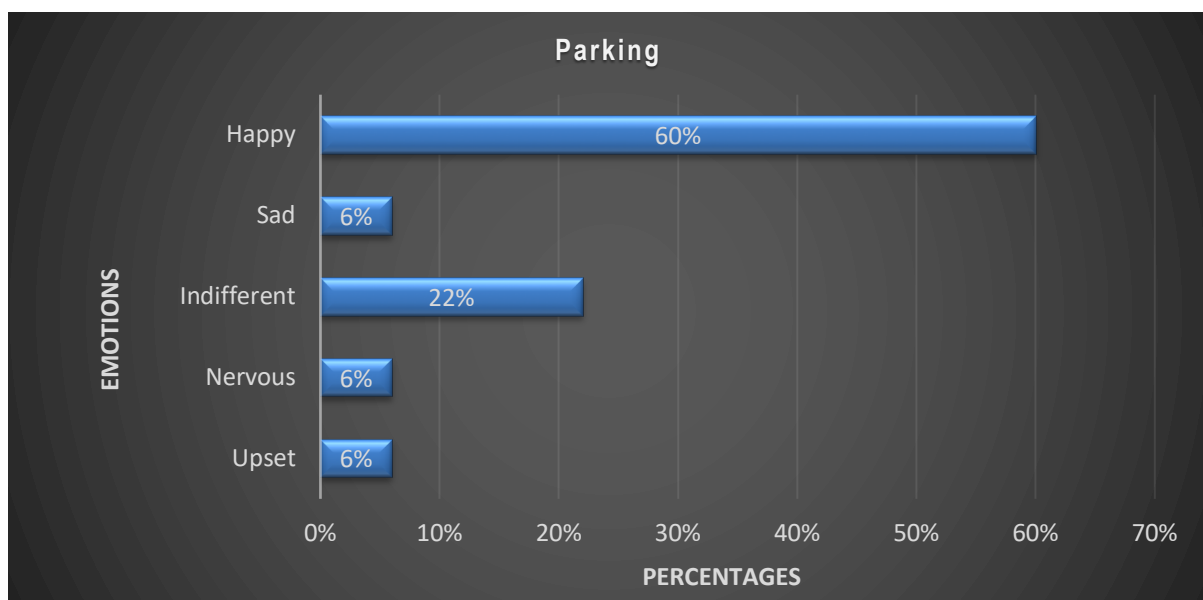
Every shopping centre requires an ample size for the establishment of parking spaces; Highveld Mall is no exception, with sufficient space allocated for shoppers. The aim is to keep the cost of parking for an average shopping trip as low as possible, in order to encourage people to come, shop, then leave to make the space available for others. At least that was the aim – until recently, when a new wave of leisure shopping arrived with its emphasis on spending time in the multi-use complex (Cloete, 2016).

Cloete (2016) also states that since entering car parks are the starting points for shoppers visiting the shopping centres, the experience of its quality is widely appreciated. Highveld Mall has a huge open parking space, with spaced allocated for covered parking; all adding up to 3,800 bays.

This listed space had the least happy responses from shoppers, with 30 out of 50 respondents feeling happy in the space – still higher than the other emotional categories. That is 60% of the total respondents. The common notion with the happy respondents was that these car parks were well-guarded, considering the fact that Witbank is not a safe area; consequently, they could count on their cars being secure. Only 11 shoppers responded indifferently when in that space, which amounts to 22% of the total responses. The other emotional categories, which are sad, upset, and nervous had 3 feedbacks for each, that is 6% apiece. Emerging themes from the sad and upset respondents were that, intriguingly, there were cats that scratched their cars, leaving marks on their cars, when they parked in the mall's parking bays.

Nervous shoppers had the common opinion that there was a risk of them being mugged or victims of assault. The results are represented below:

Figure 7.27: Emotional responses in parking area



A10 – Toilet

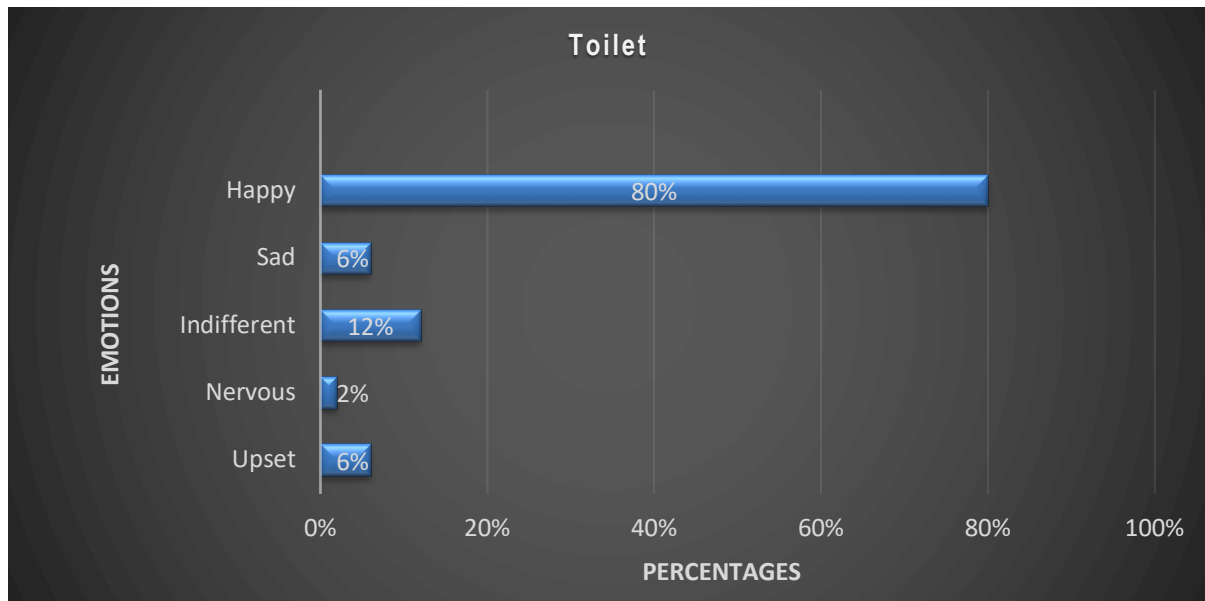
Figure 7.28: Photos of toilet area



The mall has different toilet locations, each having the same type of design. The toilets' entrances have a long stretch to get to the female/ male/ disabled toilets. Aesthetically, the toilets remain classy with neatly utilized tiling. The lighting used also contributes to the aesthetics of the space, with speakers connected to each, thereby enabling shoppers to listen to music while using the toilet facilities.

As many as 40 out of 50 shoppers gave happy feedback in these spaces (80% of total respondents), revealing that their regular usage of the washrooms and toilet facilities originates from the fact that the facilities are well maintained, giving them a neat, hygienic appearance. 12% per cent of total responses, that is 6 shoppers from the 50 felt indifferent in these areas. 3 shoppers gave upset responses (6%), noting that on some occasions they have had unpleasant experiences using the toilet facilities, with shoppers that use the facilities not cleaning up properly after them, leaving the place in a total mess. Just 1 shopper responded nervously in that space (2%), stating that the long walk or stretch leading to the toilet is uncomfortable, as the shopper could easily be mugged. There is however a camera navigated from the control room of the mall covering the stretch that would detect any unusual events – if anything were attempted. There was no sad response. The results are illustrated in Figure 7.29:

Figure 7.29: Emotional feedback for toilet areas



Summary

It is clear in this section that from all the various outlined spaces in the mall, more shoppers felt very happy in these areas, as compared to the other emotions that were available; revealing the contribution the mall (Highveld Mall) made to shoppers' happiness; and particularly, as this research focuses on happiness in malls.

7.4.3 Emotions in Various Spaces in Highveld Mall

The following tables indicate the ranking of emotional responses from shoppers in different spaces of the mall based on Figure 7.9.

Happy Feeling Spaces in the Mall

Table 7.2 below ranks the happy feedback from the respondents on the various listed areas in Highveld Mall.

Table 7.27: Happy spaces ranked

| Mall Areas | No. of Respondents | % |
|-----------------------------------|---------------------------|----------|
| A3 Restaurant Boulevard | 43 | 86.0% |
| A2 Food Court | 42 | 84.0% |
| A1 Entertainment Area (The ridge) | 41 | 82.0% |
| A7 Dis-Chem Court | 41 | 82.0% |
| A10 Toilets | 40 | 80.0% |
| A6 Pick 'n Pay Court | 39 | 78.0% |
| A8 Game Court | 36 | 72.0% |
| A4 Woolworths Court | 36 | 72.0% |
| A5 Edgars Court | 33 | 66.0% |
| A9 Parking area | 30 | 60.0% |

It is clear from the research that the highest emotional response from shoppers was the happy feedback, with 381 out of 500 responses indicating feeling happy in the different areas. From Table 7.2, the Restaurant Boulevard ranked number one on the list of various mall areas in the category of happy emotional responses, with 43 out of 50 shoppers feeling happy; that is 86% of happy shoppers from the total emotional responses from shoppers. The other mall spaces that highly ranked with happy responses were the Food Court, the Entertainment Area, the Dis-Chem Court and the toilets, with 84%, 82%, 82% and 80%, respectively. The other areas that followed were Pick 'n Pay Court (78%), Game Court (72%), Woolworths Court (72%) and Edgars Court (66%), with the parking areas being the lowest ranked (60%).

Indifferent Feeling re Spaces in the Mall

The following table reveals the ranking of the indifferent emotional responses in various areas of the mall.

Table 7.28: Indifferent spaces ranked

| Mall Areas | No. of Respondents | % |
|-----------------------------------|---------------------------|----------|
| A5 Edgars Court | 14 | 28.0% |
| A4 Woolworths Court | 11 | 22.0% |
| A8 Game Court | 11 | 22.0% |
| A9 Parking | 11 | 22.0% |
| A6 Pick 'n Pay Court | 10 | 20.0% |
| A7 Dis-Chem Court | 6 | 12.0% |
| A10 Toilets | 6 | 12.0% |
| A1 Entertainment Area (The Ridge) | 5 | 10.0% |
| A2 Food Court | 4 | 8.0% |
| A3 Restaurant Boulevard | 3 | 6.0% |

From the research survey conducted, shoppers that responded indifferently to the various spaces comprised 81 out of 500 total responses. Table 7.3 indicates that Edgars Court was the area where most shoppers felt indifferently; with 14 out of 50 shoppers feeling indifferent; that is 28% of the shoppers giving indifferent emotional feedback. Woolworths Court, Game Court, and Parking areas followed, with 22% each of shoppers feeling indifferent. This was then followed by Pick 'n Pay Court, Dis-Chem Court, the toilet area, the Entertainment area and the Food Court being the next spaces in which the shoppers felt indifferent, with 20%, 12%, 12%, 10% and 8%, respectively. The lowest space ranked indifferently felt by shoppers was the Restaurant Boulevard, with 6%.

Sad Feeling Spaces in the Mall

The emotional responses of shoppers were ranked in different areas of the mall regarding the feeling of sadness in these areas. This is shown in Table 7.4 below.

Table 7.29: Sad spaces ranked

| Mall Areas | No. of Respondents | % |
|-----------------------------------|---------------------------|----------|
| A1 Entertainment Area (The ridge) | 4 | 8.0% |
| A2 Food Court | 3 | 6.0% |
| A7 Dis-Chem Court | 3 | 6.0% |
| A9 Parking | 3 | 6.0% |
| A3 Restaurant Boulevard | 2 | 4.0% |
| A4 Woolworths Court | 2 | 4.0% |
| A5 Edgars Court | 2 | 4.0% |
| A8 Game Court | 2 | 4.0% |
| A6 Pick 'n Pay Court | 0 | 0.0% |
| A10 Toilets | 0 | 0.0% |

From this table above, it is seen that the responses on sad emotions for the various listed areas in the mall is low, as compared with the other emotional response categories already discussed (happy, indifferent); with a total of 21 out of 500 sad responses in the various spaces. Highly ranked areas where the respondents felt sad included the Entertainment Area and the Food Court, with 8% and 6%, respectively. This stemmed from the fact that shoppers who participated in the survey expressed their frustration for not being able to afford the high cost of meals sold in most of the food stores in the Food Court; and the Entertainment Area still lacking a variety of entertaining activities. The other following sad-ranked areas comprised the Dis-Chem Court, the parking areas, the Restaurant Boulevard, Woolworths Court, Edgars Court and Game Court; with 6%, 6%, 4%, 4%, 4% and 4%, respectively of shoppers giving sad emotional feedback in these areas. The lowest sad-ranked areas were Pick 'n Pay Court and the toilets, with no sad responses given in either of these areas (0%).

Upset Feeling Spaces in the Mall

There were few shoppers that felt upset in different areas of the mall, for various reasons. Table 7.5 ranks the upset emotional responses given by shoppers in these various areas.

Table 7.30: Upset spaces ranked

| Mall Areas | No. of Respondents | % |
|-----------------------------------|---------------------------|----------|
| A9 Parking | 3 | 6.0% |
| A10 Toilets | 3 | 6.0% |
| A2 Food Court | 1 | 2.0% |
| A3 Restaurant Boulevard | 1 | 2.0% |
| A4 Woolworths Court | 1 | 2.0% |
| A8 Game Court | 1 | 2.0% |
| A1 Entertainment Area (The Ridge) | 0 | 0.0% |
| A5 Edgars Court | 0 | 0.0% |
| A6 Pick 'n Pay Court | 0 | 0.0% |
| A7 Dis-Chem Court | 0 | 0.0% |

Table 7.5 ranks the various upsetting areas in the mall, with a total of 10 responses out of 500 feeling upset in these areas. Top-ranked upsetting areas included the parking areas and the toilets, with 3 out of 50 shoppers each; that is 6% each of shoppers responding upset in those 2 areas. The reasons for shoppers that responded being upset in the parking areas arose from the fact that there were cats that scratched their cars, leaving marks on their cars, when they parked in the mall's parking bays. Furthermore, shoppers that felt upset in the toilet areas stated that they had unpleasant experiences using the toilet facilities, where shoppers that had used these spaces failed to clean up properly after them, leaving these areas in a total mess.

This was followed by areas including the Food Court, the Restaurant Boulevard, Woolworths Court and the Game Court; each of these having 2% of shoppers responding upset. The lowest ranked upsetting spaces involved the Entertainment Area, Edgars Court, Pick 'n Pay Court and Dis-Chem Court, with no feedback from any of the respondents feeling upset in these areas (0%).

Nervous Feeling Spaces in the Mall

The following table illustrates the ranking of nervous emotional responses given by shoppers regarding the different spaces of the mall.

Table 7.31: Nervous spaces ranked

| Mall Areas | No. of Respondents | % |
|-----------------------------------|---------------------------|----------|
| A9 Parking | 3 | 6.0% |
| A3 Restaurant Boulevard | 1 | 2.0% |
| A5 Edgars Court | 1 | 2.0% |
| A6 Pick 'n Pay Court | 1 | 2.0% |
| A10 Toilets | 1 | 2.0% |
| A1 Entertainment Area (The Ridge) | 0 | 0.0% |
| A2 Food Court | 0 | 0.0% |
| A4 Woolworths Court | 0 | 0.0% |
| A7 Dis-Chem Court | 0 | 0.0% |
| A8 Game Court | 0 | 0.0% |

It was very clear from the research that few respondents felt nervous in the different areas of the mall – with just 7 out of 500 responses giving nervous feedbacks. The highest ranked area with nervousness were the parking areas, with just 3 out of 50 respondents feeling nervous in these space (6%). This followed areas including Restaurant Boulevard, Edgars Court, Pick 'n Pay Court and the toilet areas, with one shopper each responding nervously in these various areas (2% each); these results indicate the substantially low amount of respondents who felt nervous. Certain areas had no one feeling nervous, such as the Entertainment Area, the Food Court, Woolworths Court, Dis-Chem Court and the Game Court (0%).

This research study focused on the contribution shopping centres have in happy cities. A very important happy city factor involves the types of properties established; in other words the various mixture of residential, commercial, and retail properties contributing to the beauty of these cities, thus impacting the well-being of residents. Retail properties, including shopping centre developments, are a big part of city lives; therefore the emphasis is laid on determining how shopping centres impact happy

cities by analysing shopping-centre spaces and the impact they have on shoppers' happiness.

Happiness in the various spaces of the mall (Table 7.2) is visually summarized and illustrated by the mall map; since the research study focuses on happiness in malls:

Figure 7.30: Ranking of happy feeling spaces in mall

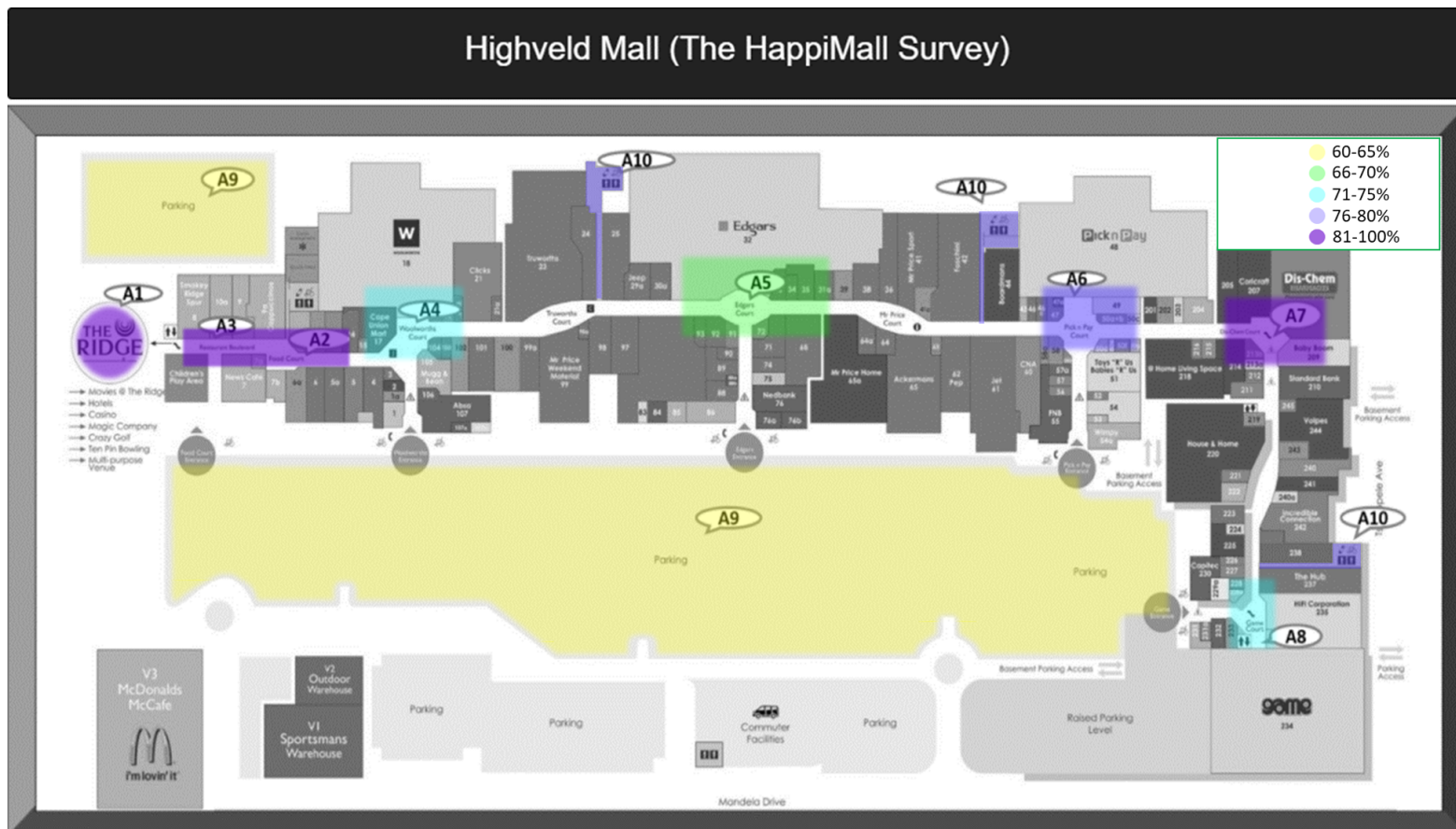


Figure 7.30 indicates the various happy feeling areas in the mall; ranking from the least-happy spaces to the happiest. Different colours were used in illustrating the ranking of happy areas, with yellow signifying the least-happy spaces and purple reflecting the happiest spaces, according to the feedback from the surveyed shoppers. Using Table 7.2, the feedback was categorized into ranges of percentages, with 60-65%, 66-70% and 71-75% showing a light shade of yellow, green and turquoise, respectively, which signified the least-happy areas, such as Parking (60%), Edgars Court (66%), Woolworths Court (72%) and Game Court (72%), respectively. 76-80% and 81-100% illustrated a light shade of purple and deep purple correspondingly, representing the happiest spaces, which included spaces, such as Pick 'n Pay Court

(78%), the toilets (80%), Dis-Chem Court (82%), Entertainment Area (82%), Food Court (84%) and Restaurant Boulevard (86%), respectively.

Strategies can therefore be thought of and implemented regarding the least happy areas; that is, areas with the yellow, green and turquoise colours. This way shoppers' emotions would be impacted positively; as they visit and walk through the mall.

7.5 Conclusion

The application of the city elements recapped above was assessed in this section, to ascertain how these happy city elements are reflected in malls, also revealing that most of these city elements are dominant as criteria in shopping centres, using the Highveld Mall as the focal point. Reasons were also given, where those individual elements are not applicable to shopping centres, again using the Highveld mall as a point of reference.

Also brought to light were opinions indicated from shoppers regarding the impact the mall has on them, analysing whether or not emotions drive shoppers to the mall and the effect they have after visiting. Elements in the mall were analysed to ascertain the influenced they had on shoppers. Recommendations from shoppers were then gathered and examined, discussing the emerging themes from these shoppers.

Electronic questionnaires were then utilized by regular shoppers of the mall to ascertain the impact that certain listed areas in the mall had on their emotions, revealing the reasons why. The impact on their emotions was analysed from the general results, followed by the individual listed areas being examined with regard to the different emotional responses; and the individual emotions being discussed with regard to the various listed areas. The ranking of the happiest areas in the mall was then illustrated using the mall map, showing the various areas in which shoppers felt happy; since the focus of the research is on happiness in malls.

Chapter 8: Summary of Findings and Recommendations

8.1 Introduction

This chapter summarizes the extensive data presented and discussed in the previous chapter, all focused on addressing the outlined research questions (in section 1.4.2). Also, in line with the research objectives, recommendations are then given regarding the research study: the contribution of shopping centre developments to happy cities. Suggestions for further research studies are then briefly discussed.

8.2 Summary of Key Findings

There is rapid growth of shopping centre developments all across Africa, revealing the role that shopping malls are playing in recent times in improving the lives of many individuals. There is also the importance of mixing technology and shopper experience in the advancement of shopping centre developments universally, revealing that physical shops are consolidated by digital channels – where individuals can now purchase products from stores in the comfort of their homes without visiting these shops.

However, online retailers are opening physical shops, in order to support their commerce. The 'phygital' concept, the combination of physical and digital stores, is one future-proofing retail strategy, tipped to be the recipe for future retail success (Williams, 2015). Shopping malls are places that are loved and visited by many, for various reasons, thus ensuring the dominance of these spaces and the impact they have on the lives of others. Evidently, the future looks bright for shopping centre developments in cities; as more concepts are introduced that would draw numerous customers. A summary of the key findings of the research is as follows:

8.2.1 Question One: Elements Impacting Happiness in Cities

Elements in our surroundings are critical to the improvement and growth of individuals, capable of creating long lasting memories. As such, elements that constitute the establishment of cities should be carefully considered by the planners and developers. A place has elements consisting of tangible and intangible qualities that can be perceived by the senses: smell and noise; also, sensations of touch, sight and taste of its memory, and cultural tradition. These elements incorporated effectively in places can positively influence the feelings, actions and the well-being of dwellers. The final elements are outlined after explorative studies regarding their impacts on individuals' happiness in cities (see Chapter 5). These elements are listed below:

Table 8.1: Final elements impacting happiness in cities

| Elements |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none">1. Paths2. Landmarks3. Districts4. Design features promoting social engagement and personal security5. Natural surveillance6. Target hardening7. Crime attractors/ reducers8. People-in-place9. Considering access to comfort, welfare and needs of residents10. Encouraging regular exercise in pleasant spaces11. Designs to activate the sensory stimuli of residents12. Access to open, natural, and green spaces13. Physical disorder14. Reduction in the use of automobiles in cities15. Establishing shared parking spaces in cities16. Transportation improvement17. Retail retention and attraction18. Healthier food options19. Food systems, and their availability and affordability20. Geographical ensemble21. Land use22. Public asset enhancement23. Housing characteristics and quality24. Neighbourhood and housing stock reinvestment25. Job development and educational opportunities |

8.2.2 Question Two: Happy City Elements Reflected in Shopping Malls

Striving to find the elements that influence the happiness of city residents is pivotal to the reputation of cities, as this leads to the creation and enhancement of individuals dwelling in happy surroundings. These principles pursued for the purpose of attaining urban happiness can also be applied in shopping centre developments; as mall developers strive to incorporate elements that lead to happy mall spaces, ideal for shoppers and ultimately increasing the mall foot count, and customer loyalty as a result of enjoying the shopping centre environment. The outcome is the increase in rental turnovers of shopping malls.

The supply of shopping centres has a goal to offer the target group of shoppers a required and conveniently accessible combination of stores in one place, a harmonious environment coupled with captivating elements, such as the retail centre's lighting, interior design features; also ensuring a safe and comfortable shopping and entertainment locale.

Concerning this research study, it is evident that most of the city elements adopted to impact the happiness of residents is reflected in the shopping centre, with 80% of these city elements, listed and discussed in section 5.2, applicable in the mall (see Figure 7.1). This confirms the reason Highveld Mall is the biggest mall in Mpumalanga; and why it is positively regarded by many shoppers, with sufficient happy city elements – directly or indirectly – implemented by the mall owners and managers, in order to create an atmosphere that impacts the well-being of shoppers.

Retail centres that focus on appealing designs and concepts that stimulate the senses of shoppers, triggering their positive emotions, usually end up with higher profits; moreover, adding the element of green designs to retail centres should also give them an imposing, welcoming atmosphere, thereby drawing more shoppers.

8.2.3 Question Three: Influence of Mall Areas on Shoppers' Emotions

Specific listed spaces were selected for the survey, with positive outcomes. Evidently, the general disposition of the moods of shoppers in the mall is feeling happy. Happy responses from shoppers were an impressive 76.2%; higher than the other emotional

categories. The second highest emotional feedback was the indifferent response, with 16.2% of total responses. These results reveal the massive gap between the first and second highest-ranked emotional categories, confirming the dominance of happy shoppers, thereby the positive impact that mall areas have on shoppers.

In the light of the various areas listed, these areas were assessed with regard to the different emotional responses of the shoppers. The research survey revealed the happiest feeling areas in the mall, indicating the Restaurant Boulevard, the Food Court and The Entertainment Area to be the top three areas where the respondents felt the happiest.

The Entertainment Area and the Food Court were again the top two spaces in which the respondents felt sad, due to the fact that: the shoppers opined that the Entertainment Area still lacked a variety of entertaining activities, and the high cost of meals in most of the stores in the Food Court (see section 7.4.3).

Marketing strategies deployed in retail outlets aim to stimulate the emotions of shoppers, in order to drive their choices and decisions. It is therefore essential to have the appropriate strategies and tools in place, so as to ensure that the atmosphere of a retail outlet taps into the desired emotions of shoppers. Emotions are a key variable for retailers: it is essential that retailers should be able to identify the emotional responses of customers, whether negative or positive, and the factors that influence these emotions.

Consequently, it has been ascertained in this research study that the majority of shoppers' emotional responses experienced in all the listed mall spaces was the happy mood; resulting in increased shopping trip frequencies of shoppers, and increasing the prospects of products being purchased, ultimately leading to a higher sales turnover.

8.2.4 Main Question: How the Mall Space Impacts Emotions

With the appropriate elements utilized in the mall, such as those discussed in section 7.2, regarding happy city elements reflected in malls, it is expected that shoppers' emotions would be impacted in a positive manner. Consumers are drawn to a

particular centre because of the existence of special stores that impel them, and also elements, such as the mall atmosphere. These factors, coupled with other factors, such as promotional events in the mall, tight security and safety while shopping, would make the shopping centre more reputable, thus drawing shoppers.

Shopping centres are places for shoppers' enjoyment, as retailers seek to change the notion of shopping being a regular chore into a pleasurable experience for shoppers by creating an appealing mall atmosphere, in order for shoppers to relish their time spent there, compelling them to revisit. Many shopping centres offer interesting or appealing architectural features, whilst combining retailing, eating and entertainment, which creates a blend between the various elements, thereby offering shoppers a suitable environment to shop and carry out other activities.

In this research study, it is apparent that certain mall elements/attributes impact shoppers' emotions in diverse ways. Mall elements, such as design features, ambient scent, security, lighting, crowding, and music played in common areas and stores are discussed with regard to the influence they have on shoppers' emotions (see section 7.3.2.2).

It is essential to identify the contrast between the activities of shopping, buying, and consuming; and to understand the factors that stimulate each of these behavioural patterns. Shoppers may visit malls for different reasons; be it to purchase items (also known as the economic shopper), to enjoy the pleasant atmosphere of these malls, or visiting purposely to socialize. Regardless of which of these reasons, such mall visits are crucial; as they might lead to shoppers revisiting, or visiting other shopping centres elsewhere, as a result of the elements deployed in the mall, the mall atmosphere, and other important factors considered to give shoppers a great experience.

In assessing the emotions influencing mall visits in this research study, it was evident that most shoppers visit malls as a result of their happiness; and they are even happier after these visits, revealing the impact that shopping centres have on individuals, and also unveiling the role of shoppers' emotions on their shopping trip frequency (see section 7.3.2.1 and Figure 7.2).

8.3 Recommendations

In discussing the results regarding the impact that the Highveld Mall has on shoppers, there were some gaping predicaments that surfaced. Key points are therefore explored in an attempt to make the shopping centre a formidable establishment, some of these are discussed extensively in section 7.3.2.3; thus, positively influencing greatly the emotions of the shoppers.

8.3.1 Introduction of the Green Mall Concept

When sustainable features, such as natural light, greenery and ample ventilation are included in stores by retail shop owners, it alters the atmosphere in these stores positively, causing both staff and customers to be happier while in the environment, ultimately leading to higher profits; as customers enjoy their experience in the stores, and subsequently revisiting them. This concept can be observed also in shopping centre spaces; as the owners and management team attempt to implement it; this would increase the foot count in the mall and lead to higher sales turnover.

Although many retailers and shopping centre owners know the benefits of introducing the concept of sustainable designs; since this focuses on the long-term social and environmental benefits, thus attending to the well-being of shoppers, and also increases business performance; they however are reluctant to engage and deal with all the issues. Introducing this concept to Highveld Mall would create an environmentally friendly space, thereby conserving energy and water usage; giving shoppers a great shopping experience in the long term.

8.3.2 Inclusion of Fitness Spaces to Encourage Healthy Living

Shopping centres in recent times have become tourist attractions, as they present diverse offerings for shoppers, leaving them with many options, thereby giving them opportunities for memorable experiences. There are several essentials that shoppers are likely to enjoy in malls, including cinemas, restaurants, live performances, art exhibitions, **fitness spaces**, amongst other entertaining factors. While happy city elements possess spaces or areas, such as walkways, open parks, aimed at

encouraging regular exercise by residents, shopping malls should also entertain the idea of including fitness spaces – for the purpose of encouraging healthy living for shoppers; which ultimately impacts their well-being positively. Just as Virgin Active can be located in Menlyn Maine Square, it would also be a great idea to include a fitness-oriented tenant in Highveld Mall.

8.3.3 Shopping Centre Extension

Muller (2005) makes reference to the comment of Spire Property Services' MD, Bruce Kerswill, who reveals that investors and retailers planning on expanding their markets should take note of the changing consumer trends in the retailing environment. This is also observed with shopping centre establishments; as their architectural designs and concepts should have that contemporary appearance, which appeals to the current tastes and preferences of shoppers, thereby contending with other shopping centres; as they seek to stay in vogue. It is therefore recommended from this research study that Highveld Mall, being the most dominant shopping mall in the area, should further extend, in order to accommodate more shops, with modern designs to the mall, hence giving more options to shoppers and also increasing the mall's foot count.

8.3.4 Extension of Mall Trading Hours

In the research survey, there were recommendations from shoppers on a general notion of there being an extension of Highveld Mall's trading hours. The management team, together with the shopping centre owners, should therefore consider introducing this concept of an extended program, whereby the mall opens probably an hour earlier, and closes three (3) hours later than the regular trading hour periods during the week and weekends. This may be feasible, considering the long hours that individuals work throughout the week, thus being really pressed for time. Embarking on this move would help yield more sales for its tenants, hence increasing sales turnover for the mall; enough to cover the additional expenses of having extended hours. The introduction of this concept would be expedient; as Highveld Mall is the dominant mall in the area and is also located in a densely populated area. This would draw high traffic counts, leading to more sales.

8.3.5 Tenant Mix

The creation of an ideal tenant mix in shopping centres is a vital factor; as it determines the financial success of these places. Magnet stores play a pivotal role in shopping centres; as secondary attractions are placed just around these anchor tenants, thus purposely drawing shoppers and prolonging the duration of shopping trips. Mokgabudi (2012) stresses how important culture is in consumer behaviour; and this issue should be addressed, when creating the ideal tenant mix; adding an example of how including a Bow Hunting shop in malls located in the township areas is less likely to thrive; since hunting is not a dominant leisure interest in the black culture.

It is recommended in this research study that the restructuring of the tenant mix in Highveld Mall, such that: the matching of stores, according to their respective categories in the mall space, and the introduction of a new, diverse mix of shops, including popular international brands suitable for the target market, should be considered; as these modifications would impact the happiness of shoppers, giving them more store options to visit, and also encouraging the convenience of cross-shopping. This would increase the mall foot count, as a result of the changes made, thereby leading to a higher sales turnover.

8.3.6 Mitigation Measures on Emotions Diverting Mall Visits

Regarding the emotions associated with mall visits in this research study, a few respondents (2.5%) were of the disposition of visiting places other than Highveld Mall when happy, with a significant number of shoppers (20%) responding to visiting other spaces when unhappy. It can therefore be recommended that a survey be done on discovering exactly which other places shoppers find themselves when in that disposition, be it visiting open parks, night clubs, amusement parks, going on vacations or being indoors, and determining whether these spaces are capable of being incorporated in the mall, thus expanding the shopping centre's functionality, in order to accommodate all sorts of shoppers.

8.3.7 Mitigation Measures on Crowding

Depending on the kind of shopper – that is the temperament they possess – retail crowding could prove to be a positive or negative factor influencing visits to shopping malls. Some shoppers may tend to be happier in situations, where malls are crowded; as this environment encourages social interaction. Others would rather visit malls at weekdays, when the mall environment is calm with less shoppers, hence avoiding retail crowding.

This was perceived in this research study with respondents disposed to avoiding crowded mall spaces; as this issue had highest negative impact on shoppers amongst the other mall attributes of 62% (see Figure 7.4). The extension of Highveld Mall is firstly recommended; as this would create more space for the mobility of shoppers; and it would help to alleviate the feeling of being confined, restricted and panicky. Furthermore, in attempting to manage crowded spaces, conveniently placing CCTV cameras at suitable locations and keeping them in good condition, also establishing a strong security system, could help shoppers to feel more comfortable in crowded mall situations.

8.3.8 Alleviating Negative Emotions Experienced in Listed Mall Spaces

Ascertaining the emotions shoppers experience when in shopping malls is an underlying factor to the success of these establishments. It allows us to analyse the impact of an environment on individual behaviour: rejection or approach, time spent in store, purchasing, browsing. By correctly evaluating these affective responses, one can also introduce new indices to customer satisfaction (Lichtlé & Plichon, 2014).

Generally, the responses given by shoppers for the various spaces in Highveld Mall were outstanding, with a total happy response of 76.2% recorded, more than four times the amount of the other emotions revealed. The total responses from the other four (4) emotional categories – that is sad, indifferent, nervous, and upset – amounted to 23.8%. Although this analysis is motivating, the goal should be to attain close to a 100% happy response from shoppers.

It is therefore recommended that happy city elements applicable in shopping centres, but not observed in Highveld Mall, be carefully taken into consideration, and these

concepts implemented in the listed mall spaces to help impact the happiness of shoppers positively. One of these concepts involves the introduction of the green theme to the mall, with the aim of these green features creating a tranquil environment and thereby enhancing the shopping experience. Some green features, according to Killough (2014), include air-conditioning systems with less noise and more airflow, skylights that draw in natural lighting in relatively dark spaces, the use of low-toxic paints, utilizing energy-efficient light bulbs that are easy on the eye, the utilization of green features that collect rain water for irrigational purposes; hence aiding in conserving water usage, and remodelling to green building features and designs, thus improving aesthetics.

Furthermore, incorporating attributes, such as the placement of fountains in ideal spaces, and also the establishment of sporting facilities at ideal outdoor spaces to promote fun and encourage physical activities are features that should also be considered.

8.4 Contribution to Knowledge

This section reveals what the research study brought to the existing pool of knowledge in the field of happy cities and shopping centre management; from the findings obtained in this research study:

- The study renders contribution to the knowledge base regarding happy city elements in general. City planners incorporating the final happy city elements combined in this research study would possibly create happiness for residents; providing opportunities for residents to secure meaningful and long-standing happiness as they thrive in their daily endeavours.
- The study also significantly contributes to the knowledge base regarding the field of shopping centre management. It was observed from the research study that 80% of happy city elements analysed were applicable in Highveld Mall, thus aiding in drawing many shoppers as a result of the mall's good reputation. Shopping centre owners and management teams that incorporate these happy city elements in their malls would help create a conducive environment pleasurable for shoppers.

- The electronic questionnaire survey conducted gathered statistics from which 76.2% responded feeling happy at the various mall spaces; revealing the positive impact mall spaces have on shoppers. The research study contributes to current knowledge such that, electronic questionnaire surveys regularly conducted by mall management teams to gather data from shoppers regarding their emotions in various mall areas; can assist in how spaces in shopping centres may be adjusted to make shoppers feel happier in those targeted spaces.

8.5 Further Research

This section seeks to highlight the gaps found in the research study – with the aim of suggesting further research topics. The following are propositions for further research areas, based on the gaps found in this research study:

- The results revealed that there was a category of shoppers that went to other places, or better still just stayed at home when unhappy, rather than visiting the mall (20%). Further research should therefore be conducted to ascertain where these shoppers would visit rather than the mall when unhappy, thus determining whether these other places of interest are capable of being incorporated in the shopping mall space. The inclusions would also improve the mall's functionality, in addition to the already established happy city elements that reflect in the mall, which would be fundamental in drawing many shoppers; including those who would rather stay at home.
- From the electronic questionnaire survey conducted, there was a 100% response from shoppers expressing the emotions in the various spaces of the mall; from which 76.2% of the shoppers expressed feelings of happiness, leaving the other respondents (23.8%) feeling either indifferent, sad, nervous or upset in the various spaces of the mall. Considering that the ideal objective would be to attain close to a 100% happy feedback from shoppers, further research could be embarked on to identify generally what additional factors/ activities the 23.8% of respondents would be excited to see integrated into the various listed spaces of the mall.

8.6 Conclusion

Shopping centres are gradually dominating cities and neighbourhoods all around the world, attracting many individuals; as they pursue their respective needs in the malls. There is however a huge correlation between spaces and emotions; since the suitable environments created are capable of influencing the emotions of individuals. The formation of appealing atmospherics should hence be carefully regarded, when similarly establishing shopping centre spaces. It is therefore expedient for mall owners and managers to establish concepts that would captivate shoppers, leading them into revisiting these malls; as a result of the experiences that these malls offer. This chapter subsequently summarizes the results analysed extensively in the previous chapter, with recommendations given (based on the research survey and interviews conducted) that would enhance the shopping centres' spaces, setting them apart from other shopping centres and drawing various shoppers.

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Interview questions

- Do you ever visit the mall when you are unhappy?
 - If yes, is your mood positively, negatively or not at all affected after the visit?
- Do you ever visit the mall when you are happy?
 - If yes, is your mood positively, negatively or not at all affected after the visit?
- Why do you usually visit the mall?
- Which stores do you visit regularly in this shopping centre? And why? (**maybe because of good sales, store design, general tenant mix**)
- Which areas of the shopping mall influence your emotions?
 - What emotions do you experience in these areas?
 - If any, what about the areas make you experience the emotions?
- Do any of the shopping centre atmospheric factors or elements influence your emotions? If so, how do they influence you?
 - Music
 - Lighting/ natural lighting & green space areas
 - Crowding
 - Ambient scents
 - Design features
 - Paths/ common areas