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**PROSPECTS AND CHALLENGES OF SHOPPING MALLS**

**Comparison between Nigeria and Finland**

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## ABSTRACT

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<p>As daily basic needs are an inherent characteristic of human, shopping malls are essential in buying and selling; in order to satisfy human basic needs. People visit the shopping malls for different reasons which range from food, clothing, recreational, banking, posting and many more. As the world population keeps growing, the needs for more shopping malls will be necessary most especially in places or countries with fewer shopping malls.</p> <p>The aim of this thesis was to give an investor, a student, an entrepreneur, and the public at large to have an in-sight about the present state of Finnish shopping malls as compared with the present state of Nigerian shopping malls. It was also aimed at trying to revisit key areas where the Nigerian shopping malls were lagging when compared with the Finnish (an example of European standard) shopping malls.</p> <p>As part of the theoretical framework of this research, quantitative research method was adopted to establish the aims and objectives of the research. Closed as well as open-ended questionnaires were administered to 75 students as respondents. 45 of these respondents are students of Obafemi Awolowo University in Nigeria, while the other 30 are students of Centria University of Applied Science in Finland. The questionnaire was formulated and collated with google forms and further analyzed and sectioned by Microsoft excel. The responses were opened for 14 days and were stopped when the responses had reached 75.</p> <p>The result of the survey showed that price, customer loyalty programmes are factors that improve people shopping experiences and make them decide where to purchase their daily needs from. There are some similarities as well as differences in Nigerian and Finland shopping malls. Also, what matter most to people in deciding where to buy from is the cheapest price which implies being the cost leadership in the market. This survey also shows there are areas to improve in Nigerian and Finland shopping mall and there is still rooms for more shopping malls. Also, there are prospects in the shopping mall business for future investors as there are still some region without shopping malls in both countries.</p>		
<b>Key words</b> Challenges, Culture, FX Trade, Prospects, R&D, Shopping mall		

## **CONCEPTS**

### **DEFINITIONS**

Challenges: Problems or Difficulties

Culture: Culture refers to shared values and concepts among people who most often speak the same language and live in proximity to each other.

FX Trade: Fx trade is synonyms to Foreign Exchange and Fx Market, the FX Trade involves exchanging one country's currency for the currency of another.

Prospects: Merit or Advantages

R&D: Research and Development.

Shopping mall: Group of shops in a building with interconnecting walkway.

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## 1 INTRODUCTION

This thesis is about comparing the prospects and challenges of shopping malls between Nigerian and Finland. The aim of this thesis arises from the fact that having stayed in Finland for more than two years now, looking at the Finnish (international) shopping mall system, and therefore an attempt to compare this to the Nigerian mall shopping system is significant. As a student of business management, some comparison was made on the prospect which exists in Finnish shopping system which served as an eye opener for me. Consequently, these prospects were used to tackle some of the challenges Nigeria faces in its style of shopping system. By inculcating some of the Finnish shopping mall system attributes into Nigerian shopping mall system, it will not only be of benefit to my country but also the shop owners, the employers and the customers which is the public at large.

The Federal Republic of Nigeria, which is commonly referred to as Nigeria is a country geographically located in West Africa. It shares land borders between Niger Republic in the north, Chad in the northeast, Cameroon in the southeast, and Benin Republic in the west. Its coast in the south is located on the Gulf of Guinea in the Atlantic Ocean. As a federal republic, it comprises of 36 states and the Federal Capital Territory (FCT), where the capital, Abuja is located. Nigeria has an estimated population of about 197million people and it is the most populous country in Africa and the seventh most populous country in the world. Nigeria is viewed as a multinational state, as it is inhabited by over 350 ethnic groups, with more than 500 languages spoken all over Nigeria.

With this number of populations, trading is one of the businesses that have proven to be very successful in Nigeria, there are millions of shops: small, medium and large scale, in which people sell and buy their daily needs. These shops exist both as online store as well as physical stores. Shopping mall on the other hand has been so few, and when being compared to the Finnish shopping malls, there are lots of differences between the Finnish and Nigerian shopping malls, these differences is believed to be some of the shortcomings facing Nigerian shopping malls.

The prospects and challenges of shopping malls in Nigerian and Finland is therefore the primary motive of this research. Some of the problems facing the very few shopping malls in Nigeria shall be looked at. Also, after looking at some of these problems, possible solutions will be proffered which can help both existing and upcoming shopping malls to harness the prospects in the Nigerian market to their advantages.

In most developed world, shopping experience has gone beyond buying of goods and services between a buyer and the seller. It has now become a place where almost all human needs can be met. In the 17th centuries, shopping malls consist of mainly groceries stores or store but in today's world, shopping mall is a marketplace in which wide range of activities such as, healthcare, beautification, banking, theater, groceries, recreation, relaxation, gaming, foods and drinks, courier services, telecommunication, foreign exchange (FX trades), city parking place, libraries and lots more are all present.

Nigeria as a developing country is yet to fully integrate into these modern trends of shopping system. A major factor responsible for this emerges from the fact that there are so few shopping malls. Even with this, the very few existing ones cannot be categorized in totality as a mega market. Although they often have series of activities going on at their premises, it will be wrong to assume that they have already metamorphosed into modernized shopping malls of the 21st century.

The aim of this thesis is to give an investor, a student, an entrepreneur, and the public at large an insight about how developed Finnish shopping malls are and the present state of Nigerian shopping malls. This is with the view of giving recommendations to prospective entrepreneurs and existing business owners on important things that they need to consider when planning to do business or expand their business in Nigeria.

Also, it is aimed at trying to revisit key areas where the Nigerian shopping malls are lagging when compared with the Finnish (an example of European standard) shopping malls. By doing so, this research will try to examine some of the peculiar features of some of the existing Nigerian shopping malls and the Finnish shopping malls in order to have an insight on what need to be done to integrate Nigerian Shopping mall into the international standard. The final target is to improve the customers shopping experience. This will make Nigerian shopping malls a place where thousands and millions of people will like to visit and buy their daily needs from and attract not only Nigerians but also the foreigners and the tourists.

It is a common practice for Nigerians to travel abroad to London to do shopping. African's visiting the UK spend an average of £500 in each shop where they make transactions, that is four times what the average UK shopper spends. (Monica 2012)

Thousands of successful wealthy Nigerians travel to the United Arab Emirate (UAE; Dubai), United State of America, Europe and the list goes on majorly for shopping once or twice in a year.

This research is also aiming at making people see reasons why they should invest in shopping mall business in Nigeria, as Finnish shopping mall is already been visited by thousands of tourists all over the world.

## **2 CULTURAL ASPECT IN DOING BUSINESSES IN NIGERIA**

In this chapter, the cultural aspect of doing business in Nigeria is discussed. Definition of culture will firstly be discussed. In order to start up a business in any country, it is important to know the business ethics of that country. Therefore, business etiquettes in Nigeria and Finland will be discussed to know if there are similarities or differences that can be useful when doing business in Nigeria. The different tribes and the dress codes in Nigeria will also be discussed, and lastly in this chapter different languages in Nigeria will also be discussed. All that will be discussed in this chapter includes some of the things that a businessperson must take into consideration when planning to do business in a country.

### **2.1 Definition of Culture**

Culture is people's way of life that are learned among a group of people and the new members of that group. The group values and cherishes its culture and components of the culture are passed down from one generation to another. Culture is how things are done in a region which means that culture varies from one region to the other. (Richerson & Boyd 2005, 8).

Nigerian culture is different from Finnish culture. There are some cultures that will be like each other but not everything about the culture of a place will be similar to everything about culture of another place. Culture include mode of dressing, language, dances steps, music, festivals.

There is no fix definition of culture as many scholars have defined culture with their own terms. Some of these scholarly definitions of culture are discussed next.

According to Brislin (2001, 4). Culture refers to shared values and concepts among people who most often speak the same language and live in proximity to each other. These values and concepts are transmitted for generations, and they provide guidance for everyday behaviors. Great complexity can be added to this definition when analyses of cultural change, people's selections among cultural elements, and individual differences are added, Culture consists of ideals, values, and assumptions about life that people widely share and that guide specific behaviors.

According to Martin & Nakayama (2004, 85) in their book *Intercultural communication in contexts*. The authors spend several pages reviewing definitions of culture, he however opines that culture is at once a shared and learned pattern of beliefs and perceptions that are mutually intelligible and widely accessible. It is also a site of struggle for contested meanings.

According to Neuliep (2003, 15). Culture is defined as an accumulated pattern of values, beliefs, and behaviors shared by an identifiable group of people with a common history and a verbal and nonverbal symbol system.

From the three authors above, they all define culture as been shared by some certain people. For this research, the definition of Brislin, (2001) was used as it most appropriate as it add a great complexity to the definition when analyses of cultural change, people's selections among cultural elements, and individual differences are added. The thesis topic being prospects and challenges of shopping malls comparison between Nigeria and Finland, people's selection and individual differences are very important to consider in order to achieve the aim of this thesis.

## **2.2 Business Ethics in Nigeria**

Ethics is a set of principles or laid-down rules and regulations that govern how things are done and how things are expected to be done among people. Business ethics is sourced from the culturally acceptable norms and practices of the people, but in a company setting these business ethics are always made by the director or the board of directors of the firm.

I shall however look at the general business ethics that are common among people of Nigeria.

English is the official language in Nigeria. Nigeria is a country located within the Western coast of Africa. It shares common cultural traits with other countries within the African sub-Sahara region. Collectivism and respect are some of the basis of the ethics. For instance, it is considered to be rude for a younger person to first extend handshake to the elderly. There traits further extend into the business ethics in Nigeria just as express by Limbs and Fort that the community identifies, encourages and enforces moral behavior, the hope of most communities is that individuals will at some point internalize the appropriate moral principles and seek to practice these virtues (Limbs & Fort 2000, 169).

The following are some of the things to take note of when conducting a business transaction in Nigeria:

- Punctuality is said to be the sole of any business, according to a popular saying in Nigeria. To be punctual for meeting is seen as a virtue and well appreciated. Lateness can be overlooked in events such as birthday parties, wedding parties, and churches. But not in a job interview or a business meeting.
- Shaking of hands at the beginning and at the end of meetings is considered to be the most common means of greeting in business meeting. It is appropriate as a sign of respect for the younger person to bow their heads while extending their hands during handshake.
- It is important to wait for a woman to extend her hand first, while in some part of Nigeria it is considered a taboo to shake hands with a woman. This is because of the religious affiliation of the Northern people who are majorly Muslim.
- After greeting, to spend time inquiring about the other person's general well-being is okay. This shows a sense of concern about the other party. For instance, it will be appreciated if one asks about one's business partner's family.
- Unlike in most western cultures, it is a good idea to lower your eyes when meeting someone who is older. Prolonged eye contact will be termed as disrespectfulness.
- Titles are very important. Use the traditional title with any academic or professional title and the surname. Nigeria is a combination of three major monarchical empires which existed during the precolonial era. Up till date, some of these monarchies exist and titles are awarded to individuals within the society. For example, titles like chief, prince, professor, doctor are common.
- A business person should present and receive business cards with two hands or the right hand at the end of meeting. It is forbidden to give a business card with the left hand. Also, ensure that your title is prominently displayed on the card.

A list of small talk topics in Nigeria includes football, politics, and family. For instance, Nigeria, Africa's biggest economy, is the number one most engaged football market globally. An incredible 83% of people are interested in football and even more remarkable is the Nigerian participation rate of 65%, way ahead of any other nation. (Repucom 2014, 6).

### 2.2.1 Tribes and their Dress Code in Nigeria

There are three major tribes in Nigeria which are the Hausa, the Igbo and the Yoruba, few things will be discussed about this tribes which help to know major things about the tribes in Nigeria.

Hausa is the biggest tribe in Nigeria. They are the major inhabitants of approximately 10 state in Nigeria which includes; Bauchi, Borno, Jigawa, Kaduna, Kano, Kastina, Kebbi, Niger, Taraba, Sokoto. There are some of Hausa people in all other parts in Nigeria. Hausa-Fulani are in the western region of Nigeria, they are the largest ethnic groups in Nigeria, the men wear a wide sleeved robe called a babban riga. It is a floor-length robe with very long sleeves which must be folded up to expose the hands. This is the equivalent of the Yoruba's Agbada. Even though the babban Riga is considered a Muslim garment, almost all Nigerian men wear one for formal occasions. Hausa men also wear a traditional headpiece, a round cap called a fila. Hausa women wear colorful wrappers (Abaya) with matching blouses. The Hausa people are generally known to participate largely in Nigerian politics, military while majority that do not have western education goes into farming and animal husbandry. (Falola 2006,10).

The Igbo are located in the eastern part of Nigeria, they are the second ethnic groups in Nigeria. They are usually dressed in a trouser and a simple wool-based shirt. The women dress with beads on their heads while some tribes dress with white wrapper across their shoulder. Majority of the Igbo people are generally known for trading of clothing, clothing materials as well as building materials for construction. Most people with western education are involved in politics.

The Yoruba are the third major ethnic groups in Nigeria. Gele is a traditional Nigerian cloth which women wrap around their heads. There are many variations of how they wrap it. Agbada is used for formal events among the Yoruba Nigerian men who often put on a cap traditionally called fila over their clothes.

A Buba is a loose-fitting blouse with long sleeves and a neckline that is either V-shaped or round. It usually falls a little below a women's waist. Men can also wear a variation of buba. Iro is long wrap-around skirts. The rectangular skirt is worn by wrapping it around the waist and tucking it in at the end. Sokoto is trousers that are loose-fitting with a drawstring used to hold them up. Yoruba people are the most educated part in Nigeria and most of them are known to be professors, musician, artistes, etc. There are few of them that are into politics. As one of the major ethnic groups in Nigeria, the Yorùbá have

played prominent roles in the politics of the country since the colonial period. They came into the frontline of Nigerian politics with their previous experience of sophisticated centralized governments, their closeness to, and participation in, colonial administration, and their access to Western education. Their early interaction with the Europeans, especially the missionaries and colonial officials, helped them to adjust to a Western-styled political system. (Adekunle 2006, 273-296.)

It is estimated that 50 percent of Nigerians are Muslim, 40 percent are Christian, and that the remaining 10 percent practice various indigenous religions. When planning to do business in Nigeria, considering the religion is very important as some products are strictly not welcome in some parts where most of them are Muslim. The share of products affected by the import bans varies slightly across Nigeria's regions, although differences are moderate. In the North, those products represent 26% of household. (Treichel, Volker & Hoppe, Mombert & Cadot, Olivier & Gourdon, Julien, 2012, 3).

### **2.2.2 Languages in Nigeria**

There are over five hundred (500) languages with numerous dialects spoken across Nigeria, due to the huge population. But the most commonly spoken languages that binds all the ethnic groups together are English language and pidgin-English. For somebody that wants to do business in Nigeria, it is not possible to learn all the languages but if the person can speak English or the pidgin-English, then the person will be able to communicate well with little or no need for interpreter.

According to Falola (2001, 7). The official language of Nigeria is English, though the school system also encourages the learning of French to promote interactions with French speaking neighbors and France. Both English and French are associated with the formal school system and economic sector. The electronic and print media have also contributed to the widespread use of English. Pidgin, a combination of English and indigenous languages, has also spread very widely, especially in cities, and, with the advantages of simplicity and linguistic innovations, has succeeded in promoting creativity in popular culture.

### 2.3 Business Ethics in Finland

To understand some of the very important aspect of doing business in Finland, it is significant to look at the features of the people living within the geographical area. Mitchell (2003, 9) explains that ethics is based on broad principles of integrity and fairness that tend to focus on shareholder and stakeholder issues. Business ethics defines how a company integrates its core values—such as honesty, trust, respect and fairness—into its policies, practices and decision-making.

This explains that business ethics are set of rules that are pre-determined by the social, cultural and religious norms of the people. Adzic, Jovana, Jasna Markovic, Jelena and Toskovic (2014, 408) write in their research on business ethics in Nordic countries that understanding a country's business culture, protocol and etiquette is important in achieving success abroad. Below are some of the most important business ethics that are common while conducting a business transaction with the Finns. One of the most important things to take note of during business is to pay due attention to every spoken word and promise, because they expect to get all spoken words to be implemented. The basis for this is because the Finns are although tolerant, but they are also open-minded and expect honesty and sincerity during transactions. It is very important to always come to a meeting well prepared because your hosts will want to see an organized, logical and fluent presentation. Since the Finns are very attentive, it is significant to ensure that one's gives his/her best.

One key feature of the Finns is that they are very formal in dress code, they prefer the meeting to be brief otherwise a short coffee break between Jovana et al (2014, 414). Also, they dislike boastfulness and intimidating eye contact is considered rude hence should be avoided. When engaging in conversation, some of the small talks topics which will be considered relevant includes weather, sauna, sport especially ice-hockey which is the most popular sport among the Finns. It is recommended to avoid asking about personal questions that might be too inquisitive. Some of these questions include asking about the age, salary, etc. of the business partner.

Avoiding too much of body contact is very important. Finns respect personal space, however, it is not a crime to extend handshake when greeting. At the beginning as well as the end of a business meeting, it is recommended to exchange handshakes. The Finns are a tolerant and open-minded society, so the chances are that any cross-cultural gaffe will not have terrible consequences. Such tips are meant as a safety-net for those doing business in Finland to help avoid misunderstandings and promote better communication. Jovana et al (2014, 414).

Apart from the above mentioned, there are some values relating to business which are closely related to the members of the Nordic countries. These customs can be found most especially in countries such as Finland, Denmark and Sweden. It is necessary to note that the economic situations of these countries are some of the factors that are responsible for the inherent customs. Therefore, it is important to discuss some of these values just as Jovana et al 2014, (411) write that: ‘knowledge of business customs and respect for other business environments builds a corporate culture that is at a higher level’. These acceptable manners and standards of best practices often determine the success or otherwise when doing business in such countries. A list of these etiquettes is relevant and helpful to the understanding of this research.

There are high levels of taxation just as other members of the Nordic countries, the tax rate in Finland is high. In all the Nordic countries, the state and the public sector have played major roles to play in the economic sphere, primarily through investment in infrastructure, education and research, but also in terms of social welfare. Although taxation levels have been high in all the Nordic countries, the welfare state is strength when it comes to economic development. Not only does the welfare state benefit the whole population, but it also has a positive effect on the economy. (Jovana et al 2014, 410).

Among other countries in the world, Finland has one of the lowest indices of corruption. As such, attempt to offer bribe are vehemently condemned. There is a sense of orderliness even in basic activities such as queueing at the supermarket. Kisses and hugs: ‘A person from Nordic country is often uncomfortable with cheek kissing and too much hugging’, writes Jovana et al (2014, 411).

### **3 ECONOMY IN NIGERIA AND FINLAND**

This chapter will discuss basic facts about the Nigerian economy and the Finnish economy. In order to understand how to do business in every country, it is important to know the basic fact about the country economy. This will set a background discussing some of the similarities as well as the differences in the two countries focused on in this research.

#### **3.1 Basic Facts About the Nigerian Economy**

The West African giant in relation to her economy and population serves as an environment and destination for international business within her corridors of endowed rich resources. This ranges from her natural, agricultural, and human endowment. It is, therefore, Africa's largest economy in 2014 after the rebase of her Gross Domestic Product (GDP) estimated at N8.22 trillion, which is equivalent of \$510 billion for the year 2013. (Terwase et al 2014, 534.)

On this basis, the economy of Nigeria can be understood in two broad perspectives. One is the size of the population which makes it the most populous in Africa. With about 87% of the population being under age 50, Nigeria is the most populated country in Africa. In 2014, Nigeria's population stood around 178 million. (Mensah & Özer 2016, 5)

The other is its large deposit of natural resources. In the northern and southern parts of the country, there are resources in all the thirty-six (36) states of the federation as well as the Federal Capital Territory known as Abuja. (Terwase et al 2014, 539). Both perspectives are significant as it constitutes the basis for business opportunities in the country. The huge population create a large market to potential investors and it simultaneously creates an avenue for the availability of cheap labour, a required asset in production.

Nigeria is a diverse country both in its human resources as well as the natural endowment. However, for the purpose of creating a clear picture of the Nigerian economy, it is relevant to discuss some of the major sectors of the economy. These sectors have been mentioned on the scale of their contribution to the Gross Domestic Product (GDP) of the country.

The oil and gas sector is the major player in the Nigerian economy, it constitutes the major sources of incomes accrued to the country annually. Although in recently times, there have been attempts to shift the economy from its huge dependence on oil to a wider diversification which includes a robust development of the agricultural sector, the mining sector among other. (Terwase et al 2014, 539). However, as the time of this writing, there are limited literature available for some of these proposed sectors.

The presences of large deposits of untapped resources is a business opportunity in Nigeria. Apart from the fact that all the states in Nigeria have land that can be cultivated, few of the states are endowed with a large deposit of crude oil. States such as Bayelsa, Delta, Rivers, Edo, Cross River, Imo, Abia, Ondo, and Akwa Ibom have attracted investments in oil. As the 8th largest exporter in the world, the largest share of exports goes to the USA, followed by Europe, India, Brazil and Canada. Nigeria is the seventh (by volume of oil produced) member of the Organization of Petroleum Exporting Countries (OPEC). It produces an average of 2 million barrels per day of crude oil. (Oil Revenue Tracking Initiative Interim Report 2013, 4).

The agricultural sector serves as a business opportunity in Nigeria is the agricultural sector. Prior to the mass discovery oil deposit, this sector is the most dominant source of income to the country. However, it still plays a huge part in the production of food for local consumption. According to Izuchukwu, agriculture has been an important sector in the Nigerian economy in the past decades and is still a major sector despite the oil boom; basically, it provides employment opportunities for the teeming population, eradicates poverty and contributes to the growth of the economy. (Izuchukwu 2011, 191).

According to Izuchukwu (2011, 193) the Nigerian agricultural sector is responsible for the production of some cash crops as well as food crop. Although not produced in large quantities like other countries, there are opportunities to expand the scope of the Nigerian agricultural sector's production. Statistics indicate that in 1960 agricultural export commodities contributed well over 75% of total annual merchandise exports. In 1940's and 50's Nigeria was ranked very high in the production and exportation of major crops in the world. For instance, Nigeria was the largest exporter of palm oil and palm kernel, second to Ghana in cocoa and third position in the exportation of groundnut.

The service sector is one of the least significant sectors of the economy, it still plays a pivotal role in the ease of conducting business transactions among others in the country. It is a sector which is yet underdeveloped but has the potentials to expand in the nearest future. For instance, the telecommunication has recorded \$25 billion as at mid-2012 both from the local and Foreign Direct Investment (FDI), an increased compared to its beginning of the GSM in the Nigerian economic sector which had recorded in 2001 an amount of \$500,000. (Terwase et al 2014, 539).

Telecommunication and transport constitute the major component of the Nigerian Service sector. The communication industry through the telecommunication network, it has boosted the country's economy by adding significantly to the country's GDP. Apart from this, the transport sector plays a key role in the Nigerian economy since it is a sector which has a major participation of the private sectors. (Terwase et al 2014, 540).

### **3.2 Basic Facts about the Finnish Economy**

Finland is ranked the 17th according to Doing Business 2019 in terms of countries with the ease of doing business. To understand some of the dynamics that are responsible for this, it is relevant to understand the economy of Finland. The aim of this section of the research is targeted at finding out some of the salient features of the Finnish economy, a subset of the European Union with a view to exploring the processes involved when one sets to transact or has a branch of business in Finland. Therefore, adequate references shall be made to some of the records of the Finnish economy as presented by the World Bank information, reports and publications. (World Bank 2018, 4)

According to the European Union official website (Europa.eu), Finland joined the union officially of the 1st of January 1995. Thus, as a member of the custom union, most of its economic policies are drawn from the laws guiding the union. This means that adequate discussion of Finnish economy is not complete without references to the custom union. In this regard, the PESTLE analysis which is a tool to dissect macro economies will be used in the analysis of the Finnish economy.

Politically, Finland is a parliamentary republic. As such, it has a prime minister who serves as the head of government. It similarly has a head of government who is the referred to as the president. The central government is based in Helsinki, the country's capital while 311 municipalities serving as the local government are spread across the country. (Europa.eu, 2019).

Economically, Finland is a mixed economy. However, service is the predominant sector of the economy. The most important sectors of Finland's economy in 2016 were public administration, defense, education, human health and social work activities (21.3%), industry (20.2%) and wholesale and retail trade, transport, accommodation and food services (15.9%) (Europa.eu, 2018). Other areas of the economy include forestry and freshwater resources. (Europa.eu, 2019)

Finland has one of the best welfare programmes in the world. Pauli Kettunen in *The Nordic Welfare State in Finland*, states that, '...as to the coverage and the compensation levels of various forms of social insurance, Finland was by 1990 just as exceptional among the Nordic countries as any of the other countries. (Kettunen 2001, 238). This explains how far Finland has achieved in terms of social welfare even in the 1990s, no wonder it is ranked as one of the happiest countries to live being the sixth happiest country. (World Happiness Report 2015)

Nokia is one of the technological achievements of Finland. Many companies in recent times have chosen Finland as the base of their Research and Development base. It is considered as one of the countries with the ease of internet connectivity and the world's second best in exploiting digitalization in society, (Digibarometri 2015).

R&D expenditure surpassed €7 billion (approximately US\$9.19 billion) in 2011, of which €5 billion was spent by corporations, €1.4 billion by the higher education sector, and €0.7 billion by the public sector. Total R&D expenditure as a share of national GDP, 3.78 percent (second highest in the world). (Halme 2014, 5)

Environmentally, the country's land mass is forest, making it one of the eco-friendliest countries of the world. The climate ranges from warm during summer to extremely cold during the winter season. Legally, Finland is an egalitarian society where human rights and freedom are upheld. However, its commitment with the European Union (EU) often after the components of its laws especially in terms of trade. (Europa.eu, 2019)

## **4 PROCESSES INVOLVED IN STARTING A BUSINESS IN NIGERIA AND FINLAND**

This chapter discusses some of the relevant components involved in doing business in Nigeria and in Finland. This aim of this chapter is to compare each of the processes in both countries. Therefore, it is relevant to set a standard as to what is to be included to define what is referred to as the process of doing business in a country. According to the World Bank Group's 12th edition of Doing Business 2015, the process of doing business in a county encompasses the procedures, time, cost and paid-in minimum capital to start a business, the cost to complete all formalities to build a warehouse, cost to get connected to the electrical grid, as well as the cost to transfer a property. (World Bank Group 2015, 14).

In this vain, the World Bank rates each country based on its performance in terms of how easy it is to start a business in such country. However, this aim of this research is not to discuss the factors that necessitate the ease of starting a business in a country, but it is noteworthy to briefly include that both countries focused on in this research are far apart. Finland on one hand is ranked as the 9th in the list of countries with the easy of starting a business while Nigeria on the other hand is ranked 170th. (World Bank 2014)

### **4.1 Starting a Business in Nigeria**

The processes involved in starting a business in any country involves a series of steps. This process is peculiar with most small scale, medium scale and a large-scale enterprise. By process, this research means the cycle of employing workers, getting a location and required permits, getting electricity and registering a property. It further extends to the cycle of getting credit, paying taxes, and enforcing contracts and resolving insolvency. In each of these categories earlier mentioned, each of the two countries will be examined with a view to understanding some of the requirements as will corresponds with the other country or differ. (World Bank 2014, 8)

In other to understand the atmosphere in which businesses are conducted in Nigeria, the PESTEL analysis is a means to give a depth analysis of the country. Nigeria gained independence from Great Britain in 1960 and since then have been a democratic state but with few military governments take over at intervals. It has 36 states while Abuja is the federal capital. Some of the major cities are Lagos, Ibadan, Kano, and Port Harcourt. Niger has a rich population of over 170 million people which serves as the

largest market in Africa and also provide a great opportunity for international business. (Terwase et al 2014, 534).

Economically, Nigeria is believed to be the giant of Africa due to his large population and deposits of natural resources. (Terwase et al 2014, 538). Currently, Nigeria is a mono-economy country while relying heavily in crude oil revenue. Socially, there are over 250 languages in Nigeria. The social stability of the country is threatened by the presence of occasional terrorists' attacks in parts of the Northern states in the country. In technology, Nigeria like most of the countries in sub-Saharan Africa is yet to fully developed into a modern technologically equipped state. Across Nigeria, starting a limited liability company requires on average 10 procedures over 33 days, like the regional average in Sub-Saharan Africa. At 54.9%, the average cost to start a business in Nigeria is below the regional average of 67.4%. Under a unified legal framework, the Corporate Affairs Commission is the main authority in charge of business incorporation. It has branches in all 36 states, some of which are more efficient than others (World Bank 2014, 6).

As a federal state, entrepreneurs must abide by the laws of their respective states as it relates to the procedure of setting up a business. Abuja, being the country's capital is the fastest to start a business. It takes on six procedures which can be completed in 18 days. Therefore, the cost of starting a business varies. However, one of the recent amendments ensured that it is not compulsory to use a legal professional as an intermediary between the government and an entrepreneur. Dealing with construction permits varies from state to state. For instance, the process of obtaining construction permit takes 32 days in Jigawa state and while it takes over 90 days in Lagos and Kaduna. The average time required in other to get a permit for construction in Nigeria is 63 days. The primary reason for these variations stems from building permit fees and connections to utilities costs. Registering a property in the 35 Nigerian states and Abuja, FCT, an entrepreneur must go through 11 procedures over 78 days and pay 15.8% of the value of the property to transfer a property. (World Bank 2014, 7)

Legal fees accounts for close to half of the total fees required to register a property in Nigeria. Some of the fees required to be paid includes, consent fee, registration fee and the federal stamp duty which is set at 2% of the property values according to the federal stamp duty act. Enforcing Contracts in other to resolve a commercial dispute in Nigeria, it takes over 484 days and costs 38.6% of the claim value. The time delay is due to the huge caseloads in Nigerian courts. It takes 19days to file and service a case on an average. However, the cause of the huge delays often occurs at the trial and judgement phase which sometimes take over 13 months on an average. (World Bank 2014, 8). Steps involved in starting business

in Nigeria includes sets of requirements by the federal government and by the state government. From pre-registration stage to the registration for income tax and Value Added Tax (VAT), this is a requirement only by the federal government. The last two stages are exclusive to the state government in which the business is set up.

Pre-registration, these are the first steps that need to be considered. In order to start a business, one must Reserve a unique company name with the Corporate Affairs Commission, Prepare the requisite incorporation documents and pay the stamp duty, and signing of the Declaration of Compliance Form. The second step is to register at the Corporate Affairs Commission (CAC) and pay the associated fee. (World Bank 2014, 19). The last step is to make a company seal, register for income tax and VAT at the Federal Inland Revenue Service, register employees for personal income tax at the State Tax Office, register business premises with the State authorities.

## **4.2 Starting a Business in Finland**

Finland is one of the easiest places to start a business in the world, in 2018, it is ranked as the 13th in the world, (World Bank 2019: Finland 2019). However, there are three basic procedures involved in starting a business in Finland. Below, I shall describe briefly these three procedures.

The first procedure is to deposit a paid-in share capital in a bank. This must be paid according to the Companies Act into the company's account. To open a company account, the company must provide a copy of Memorandum of Association. Also, the company is expected to pay the registration fee and get a receipt. This process can be completed within a day and does not include any associated costs. The second procedure is to submit a single start-up notification form. This form is to be submitted to the National Board of Patents and Registration (PRH). The form must also be submitted to the Tax Administration as well as the VAT registration. Generally, the whole process should take about 16 days. A day will be enough for the company registration, while 15 days is required to complete the tax procedures. (World Bank 2019: Finland 2018, 8)

A total of about 380 Euros will be charged for the start-up notification in paper form, while 330 Euros for online start-up notification of a limited liability company. The third procedure is for the file at the private insurer for the pension insurance. Other aspects such as accident insurance as well as medical insurance for employees are covered. This procedure takes place along with the second procedure. There

are no associated costs and takes only a day included in the previous process. The above is the procedure to register a company. The processes of dealing with construction permits, registering a property and enforcing contracts will be discussed next. In dealing with construction permits, Finland is ranked 34. (World Bank 2019: Finland 2018, 11)

In order to get occupancy permit in Finland, there are 17 processes involved. These processes involve: Obtaining building permit maps and extract from the Real Estate Office which takes 12 days and a total of 235 Euros. To obtain official opinion on the connection of the wastewater drain and water pipeline. Takes 7 days with no charges. To schedule start-up meeting. Takes 7 days with no charges. For extract from the Trade Register it takes a day and 27 Euros charges. To notify the neighbors of the building permit application it takes a day with no charges. To obtain report on the height of the intended construction it takes 12 hours with no charges. To get a building permit takes 38 days and a charge of 9,144 charges. To receive foundation work inspection takes a day with no charges. To receive location inspection from the Real Estate Office takes a day with 1,520 Euros charges. (World Bank 2019: Finland 2018, 12)

To receive structure inspection takes a day with no charges, Ventilation inspection takes a day with no charges. Sewer and water pipeline inspection Takes a day with no charges, Report information to the Finnish Tax Agency takes a day with no charges, To request and obtain water connection takes 3 days with a charge of 6,469 Euros, To receive fire inspection from the Public Rescue Service, takes a day with 200 Euros charges, To receive final inspection takes a day with no charges, and to obtain occupancy permit takes 4 days with no charges. (World Bank 2019: Finland 2018, 13)

For a new company to get electricity in Finland, it takes a total of 42 days and 10,640 euros. (World Bank 2019: Finland 2018, 19). There are 5 procedures involved. The first is to submit application and certification from electrician to Helen Electricity Network. Then purchasing material and carrying out external works and submit electrician's statement on internal wiring and receive external works from Helen Electricity Network. Signing supply contract with retailer, and finally request and receive meter installation and electricity flow. (World Bank 2019: Finland 2018, 19)

In other to register a property in Finland, the seller and the buyer must notarize the deed of sale with an attesting notary. They can also prepare the agreement through E-Conveyancing. This takes a day and a total charge of 120 euros out of which 55 euros is the charge for using the E-Conveyance. After this, the

buyer pays the transfer tax within a day. To calculate the tax, 4% of the property value is charged. The buyer also applies for a title registration with the National Land Survey of Finland. This takes 45 days and a fee of 119 euros. (World Bank 2019: Finland 2018, 21)

Enforcing contracts starts from the time of filing a case to the time of conflict resolution, it takes a total of 485 days in Finland. To file and service, a case, it takes 14 days while enforcement of judgment can take up to 106 days. Trial and judgement take most of the time. It can take up to a year during the process of trial and judgment. The cost charged by a court is 3.5% of the case value while attorney fee is 12.5%. Enforcement fee is the smallest which could be as low as 0.2%.

## **5 RESEARCH PROCESS**

In this chapter, the methods and materials that will help in understanding the similarities as well as the differences in the process of setting up a shopping mall will be discussed. As part of the theoretical framework, necessary literature will explain the key concepts in this research has been adequately examined in the previous chapter. However, in other ensure the purpose of this research, it is necessary to adopt quantitative research method will be use to drive home the aims and objectives of the research. A closed and open-ended questionnaire will be used to seek people's views on the thesis topic,

### **5.1 Quantitative Methodological Approach**

This is when the researcher acted as 'objective outsider' and data were expressed and analyzed in numerical format; it included psychometric scales, structured interviews, quantified content analysis and systematic observation (Marais 2016, 168). The essence of this approach is to consider the buyers' behavioral pattern as a factor in their purchase and medium used. It is believed that this approach will provide background information as to why and how the consumer spends and the limitations to their choices.

To achieve this, there are two sets of questionnaires which are administered to the consumers in the two countries in focus. The aim is to analyze the results with a view to looking at the possible similarities as well as differences in the two sets of consumers. These questionnaire will be given to students of Centria University of Applied Science of group Nbms16k and Nbms18k in Finland and student of Obafemi Awolowo University of Nigeria. Personal questions which might endanger the rights of the respondents will be avoided. Thus, only the questions that are relevant to the course of this research will be asked.

The questionnaire was both formulated and the result was colated with google form, after formulated, it was sent to the respondant email to fill for two weeks and a reminder was sent to respondent few days before closing the survey. The survey was ended after the total number of respondent has reached 75. The survey result was further analized and segmented through microsoft excel.

## 5.2 Findings and Comparison

This chapter shows and explain the result of the survey that was carried out amongst 75 students in both Nigeria and Finland. From the survey, 45 responses were from Nigerian students while 30 responses were from Finland students.

The survey was further segmented according to country, and the survey questions are analyzed one after the other to understand the similarities between the shopping malls in Nigeria and Finland.

The questionnaire was sent through the school emails to about 94 students in Nigeria and over100 students in Finland, however only 75 students in total responded to the survey.

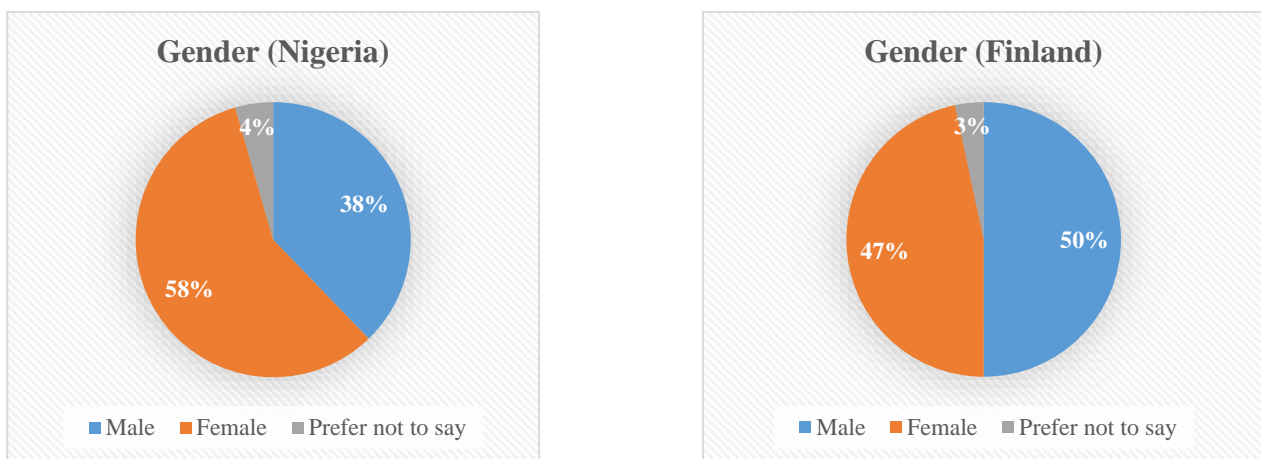


FIGURE 1. Gender.

From the survey that was carried out, in (FIGURE 1) 75 responses were recorded out of which 45 were Nigerian residence and 30 resided in Finland. In Nigeria, 58% respondent were female, 38% were male and 4% preferred not to state their gender. In Finland, 47% were female, 50% were male and 3% preferred not to state their gender.

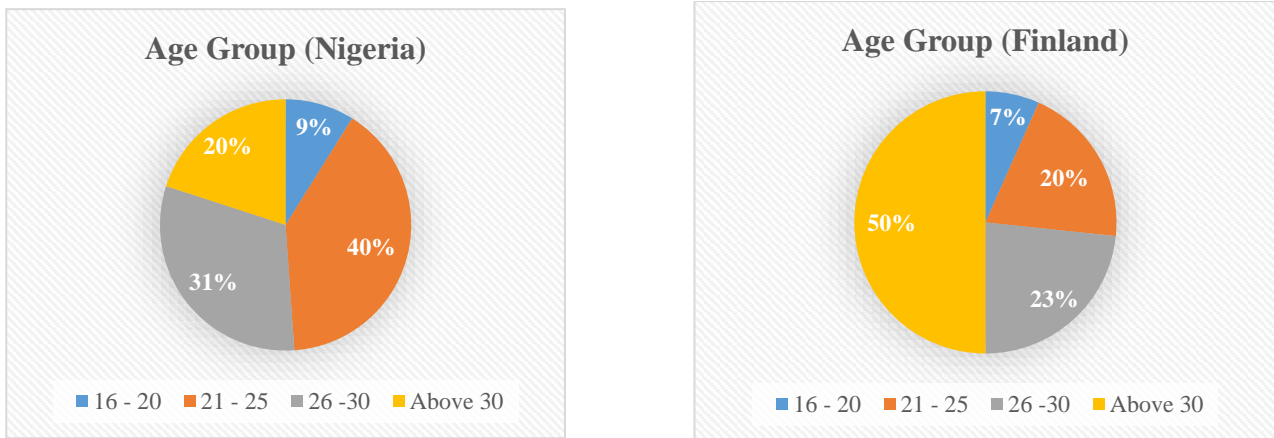


FIGURE 2. Age group.

The youngest student in (FIGURE 2) shows that Nigerian and Finland higher institution is age 16. In order to allow those who are age 16 be able to response to the survey, the age grouping start from 16. In Nigeria, 9% of the respondents were between the age of 16 to 20, 40% were age 21 to 25, 31% were age 26 to 30 while 20% were above 30 years. On the other hand, in Finland, 7% of the respondent were between age 16 to 20, 20% were between age 21 to 25, 23% were between age 26 to 30 and 50% were above 30 years.

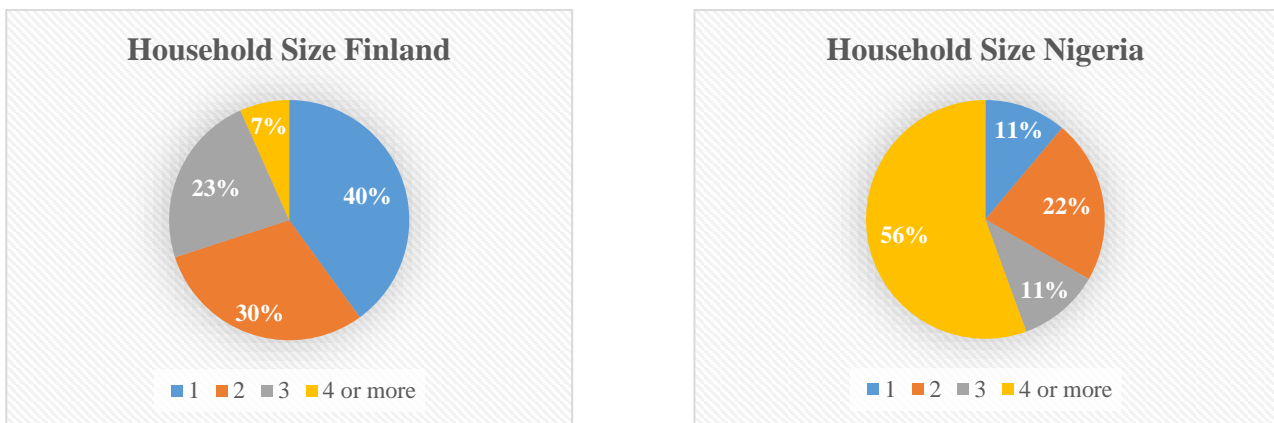


FIGURE 3. Household size.

On household, (FIGURE 3) 40% of the respondents from Finland have household size comprising of 1 person, 30% is with two-person household, 23% is three-person household while 7% comprise of four persons or more. In Nigeria, 11% household size is one-person household, 22% is two-person household, 11% is three-person household while 56% comprise of four person or more in the household.

## Country of residence

75 responses

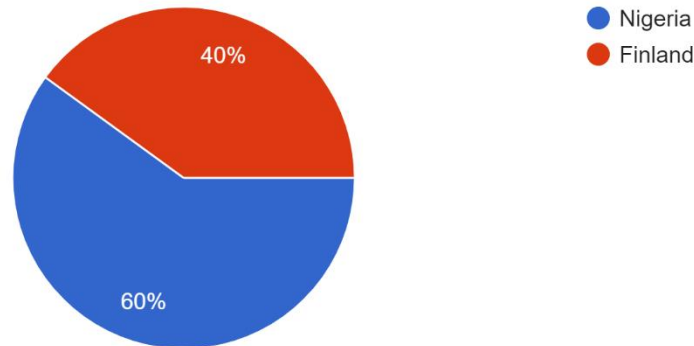


FIGURE 4. Country of residence.

On country of residence, (FIGURE 4) of the survey compares only Finland and Nigeria, thereby the respondent from the two countries were focused on. 60% of the respondents were from Nigeria and 40% were from Finland.

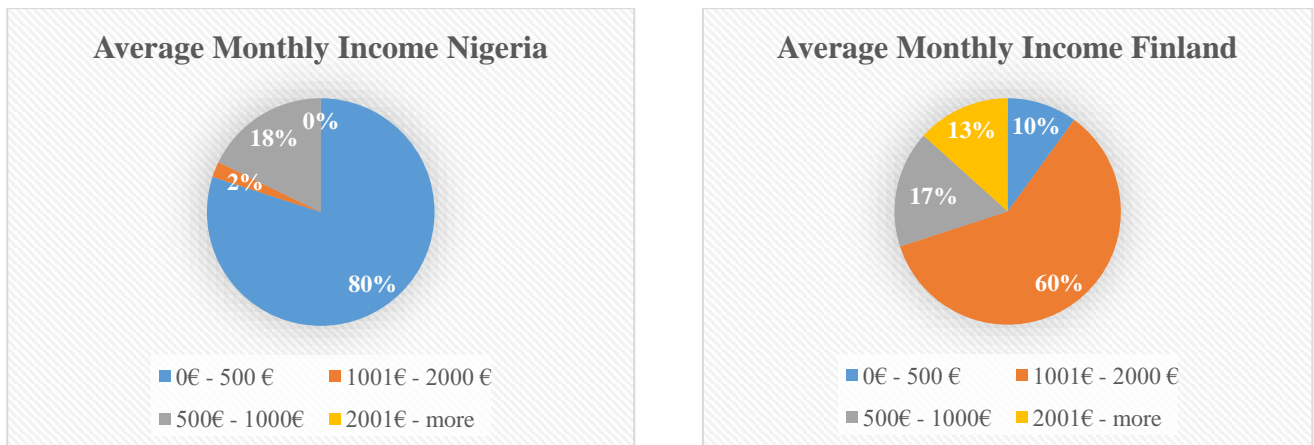


FIGURE 5. Monthly income.

In monthly income, (FIGURE 5) the responses for the average monthly income for Nigeria include 80% of the respondents earn 0 to 500 euro monthly, 18% earn 500 to 1000 euro monthly, 2% earn 1001 to 2000 euro monthly and 0% earn 2001 and above monthly. In Finland, 10% earn 0 to 500 euro monthly, 17% earn 500 to 1000 euro monthly, 60% earn 1001 to 2000 euro monthly and 13% earn 2001 and above monthly.

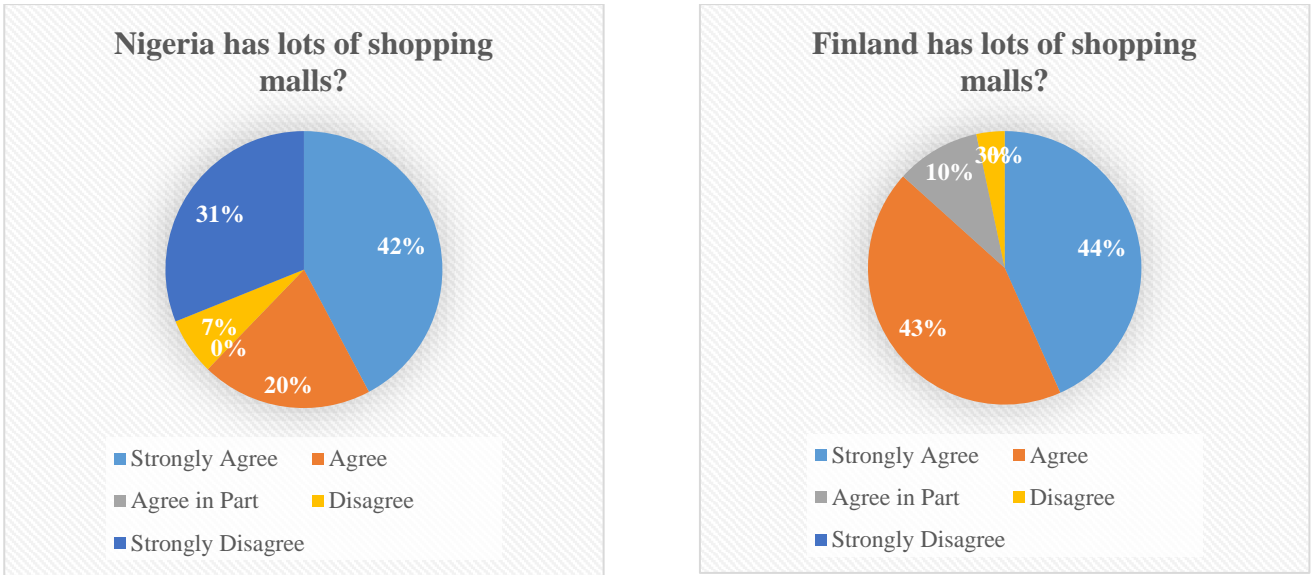


FIGURE 6. Nigeria/Finland has a lots of shopping malls

In (FIGURE 6) when asked if Nigeria and Finland have a lots of shopping mall, amongst Nigerian respondent, 42% strongly agree to the statements, 20% agree to the statement, 7% disagree while 31% strongly disagree. Amongst the Finland respondents, 44% strongly agree, 43% agree, 10% agree in part, while 3% disagree.

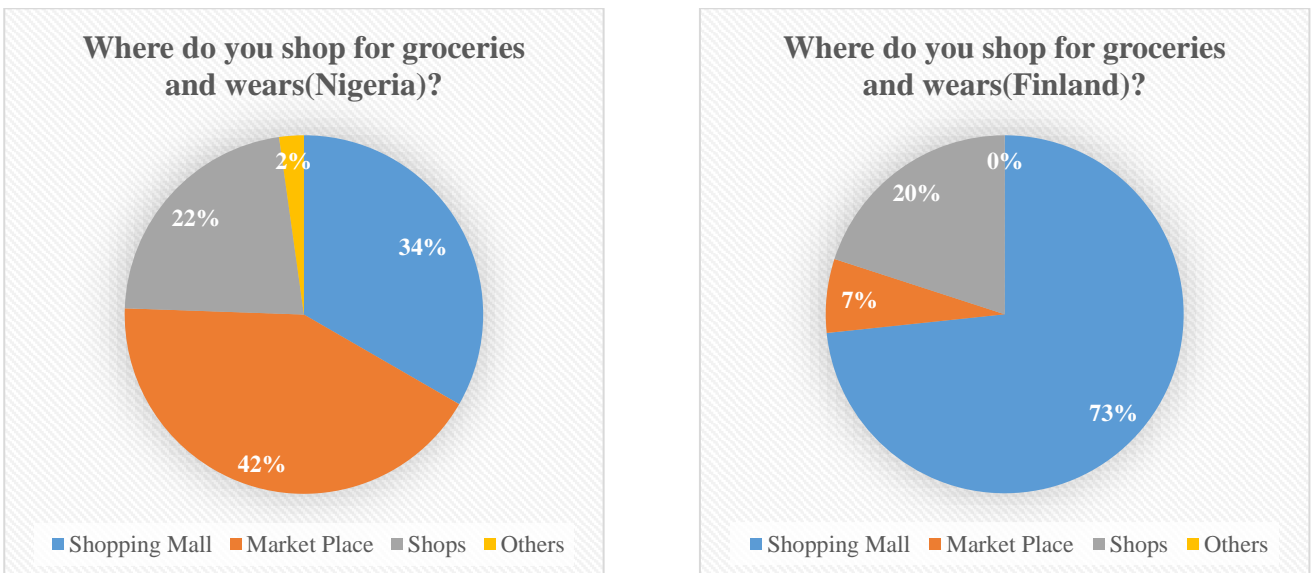


FIGURE 7. Where do you shop for your groceries

On where respondent shop, (FIGURE 7) shows 34% of Nigeria respondent choose shopping mall, 42% choose marketplace, 22% choose shops while 2% choose others. In Finland, 73% choose shopping mall, 7% choose marketplace, 20% choose shops.

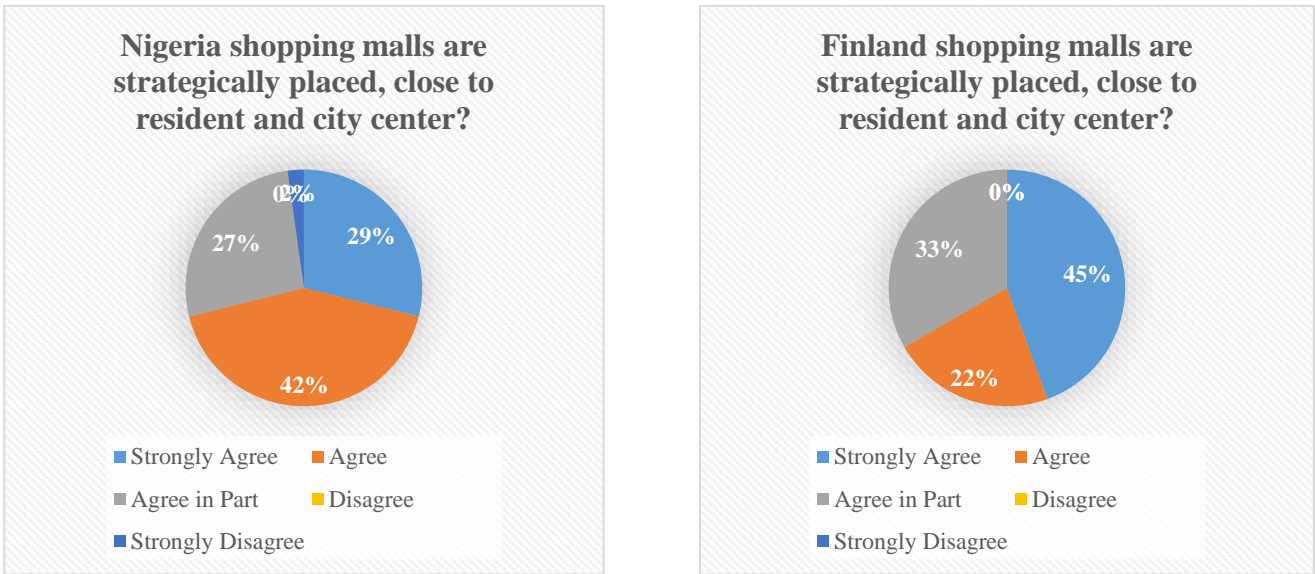


FIGURE 8. Location of shopping mall.

On location, (FIGURE 8) shows the response to shopping mall in Nigeria is that 29% strongly agree, 42% agree, 27% agree in part, 2% strongly disagree. In Finland, 45% strongly agree, 22% agree and 33% agree in part.

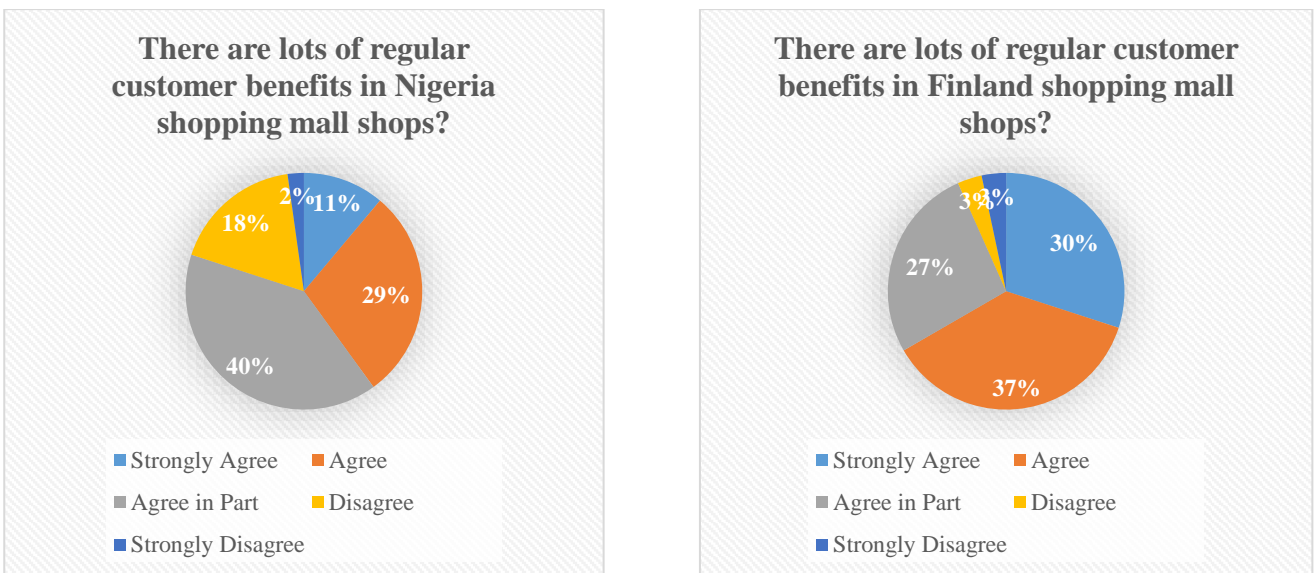


FIGURE 9. Customer benefit.

On customer benefit, (FIGURE 9) shows in Nigeria, 11% strongly agree, 29% agree, 40% agree in part, 18% disagree and 2% strongly disagree. On the other hand, in Finland, 30% strongly agree, 37% agree, 27% agree in part, 3% disagree and 3% strongly disagree.

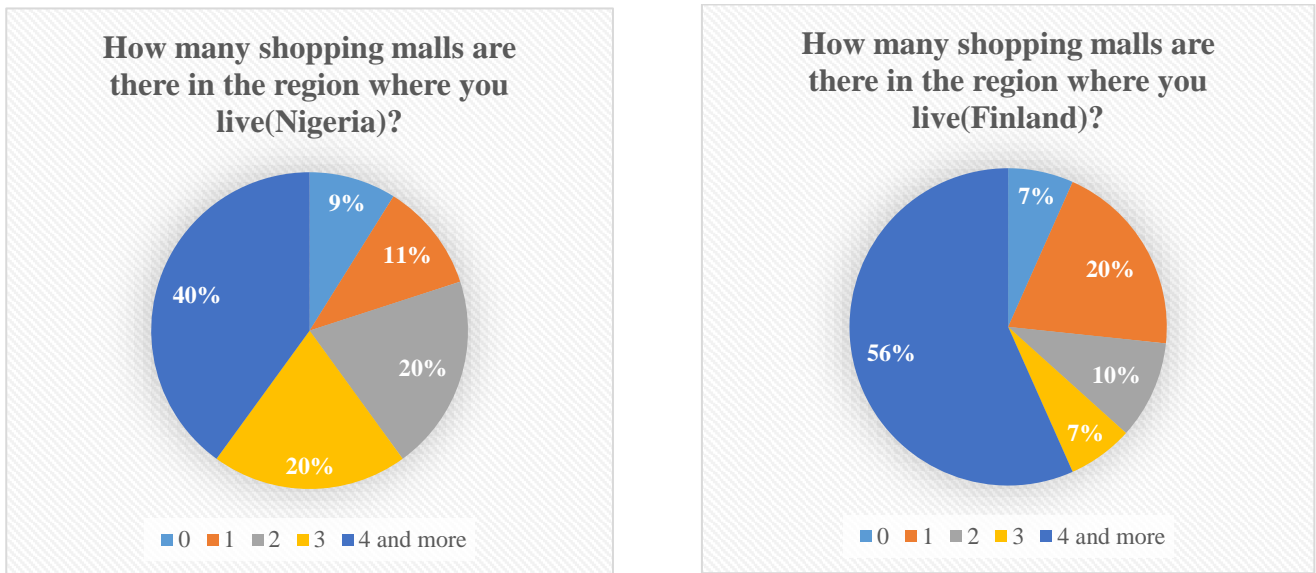


FIGURE 10. Number of shopping mall.

On amount of shopping malls, (FIGURE 10) 9% of the respondent in Nigeria choose 0, 1% choose 1, 20% choose 2, 20% choose 3 and 40% choose 4 and more. In Finland, 7% of the respondents in Finland choose 0, 20% choose 1, 10% choose 2, 7% choose 3 and 56% choose 4 and more



FIGURE 11. Priorities when choosing the shopping mall to visit.

On priority, (FIGURE 11) in Nigeria, 18% choose “lots of shops”, 15% choose “closest to their apartment”, 60% choose “cheapest price level”, 7% choose “others”, in Finland, 20% choose “lots of shops”, 30% choose “closest to their apartment”, 47% choose “cheapest price level”, 3% choose “others”.



FIGURE 12. Purpose of visiting shopping mall.

To this question, (FIGURE 12) shows that 45% of respondent in Nigeria said they visit shopping mall for “relaxation such as cinema, gaming, fast food”, 2% for “courier, banking, foreign exchange, tele communication, libraries”, 20% for “window shopping, loyalty programmes and sales item”, while 33% choose “all of the above”. In Finland, 7% choose for “relaxation such as cinema, gaming, fast food”,

7% for “Courier, banking, foreign exchange, tele communication, libraries”, 27% for “window shopping, loyalty programmes and sales item”, while 59 % choose “all of the above”.

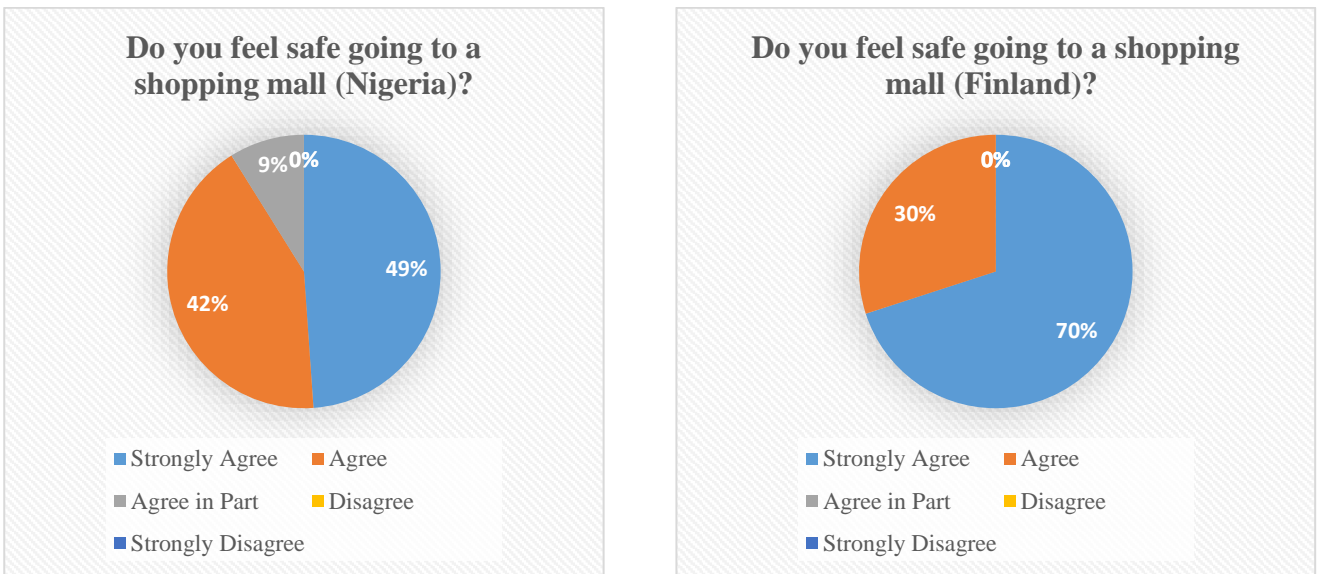


FIGURE 13. Safety of shopping mall.

On safety, (FIGURE 13) 49% of the respondents in Nigeria choose strongly agree, 42% choose agree, and 9% choose agree in part. While in Finland, 70% of the respondent in choose strongly agree, and 30% choose agree.

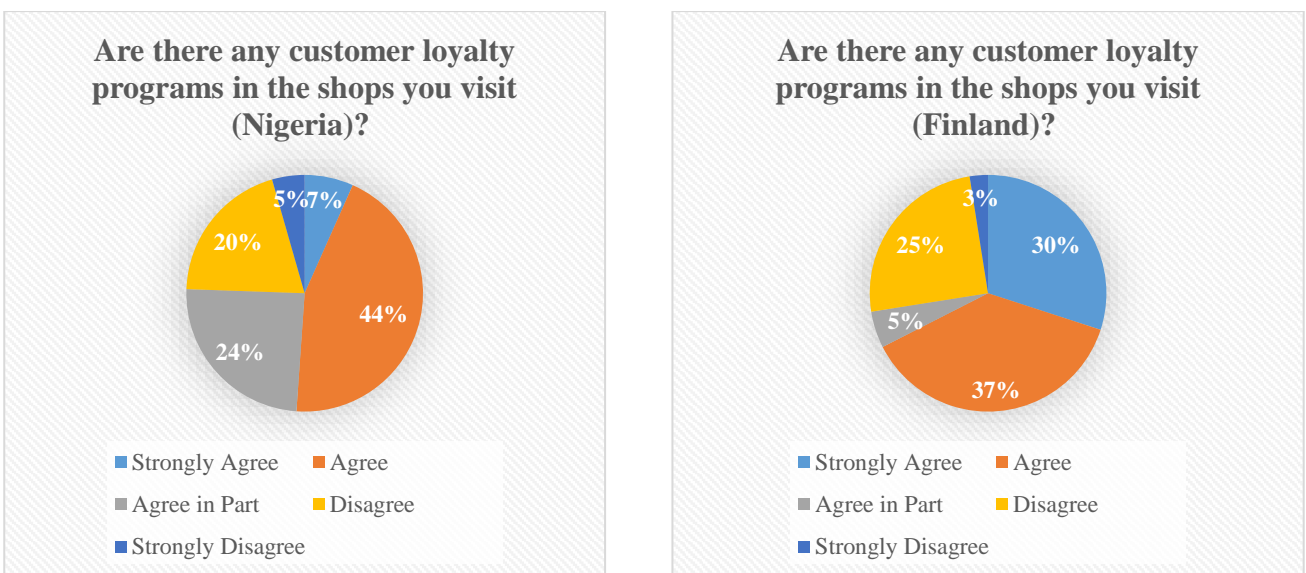


FIGURE 14. Customer loyalty programs.

On loyalty programs, (FIGURE 14) shows 7% of the Nigerian responded with strongly agree, 44% with agree, 24% with agree in part, 20% disagree while 5% strongly disagree. In Finland, 30% responded with strongly agree, 37% with agree, 5% with agree in part, 25% disagree while 3% strongly disagree

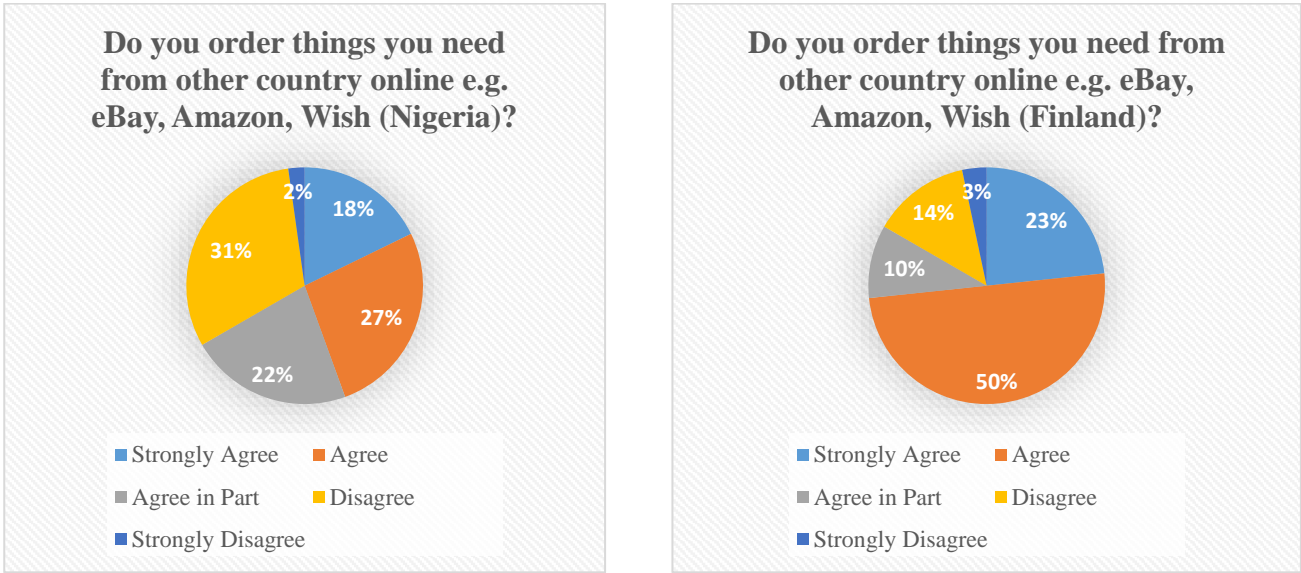


FIGURE 15. Online purchases from other countries.

On online purchases, (FIGURE 15) shows in Nigeria, 18% strongly agree to this question, 27% agree, 22% agree in part, 31% disagree and 2% strongly disagree. In Finland, 23% strongly agree, 50% agree, 10% agree in parts 14% disagree and 3% strongly disagree.

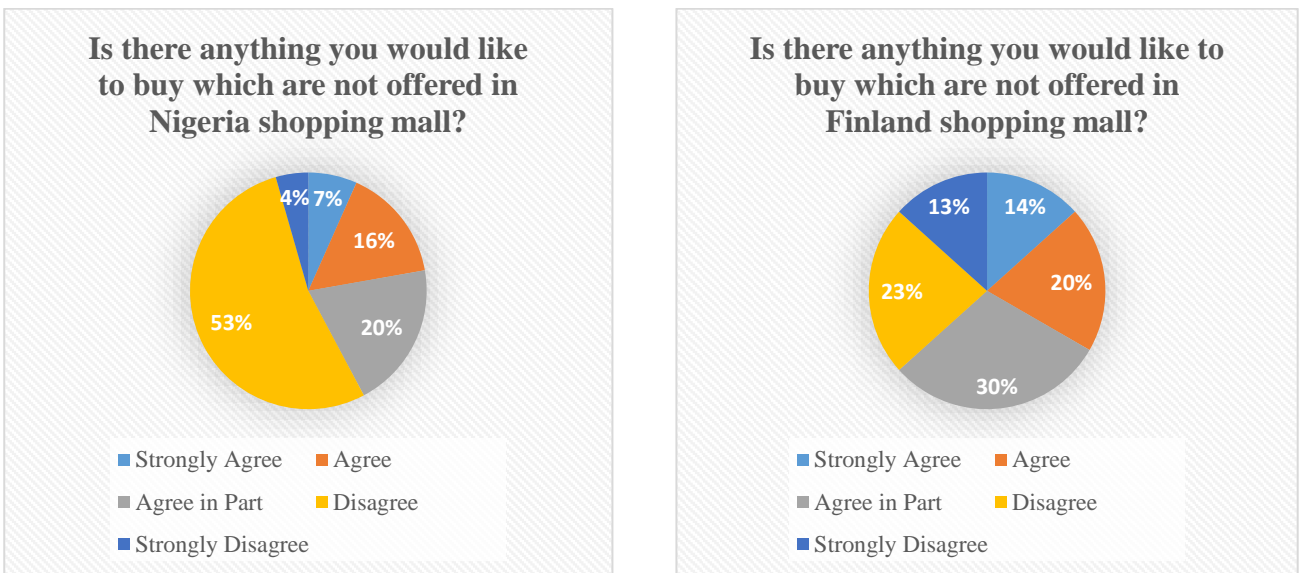


FIGURE 16. Things that are not available in shopping mall.

About things that are not available, (FIGURE 16) shows 7% of Nigerian respondents choose strongly agree, 16% choose agree, 20% choose agree in part, 53% choose disagree, 4% choose strongly disagree. 14% of respondents in Finland choose strongly agree, 20% choose agree, 30% choose agree in part, 23% choose disagree and 13% choose strongly disagree.

TABLE 1. Things that are not available in Finland

Reasons provided by respondents	Frequency
Home country (African/Asian) typical food	6
Electronic Devices	4
African/Asian fabrics and groceries	2
Othersnn	4

TABLE 2. Things that are not available in Nigeria

Reasons provided by respondents	Frequency
Electronic Devices	8
Designer clothing and wears	5
Some latest technology	3
Others	5

Table 1 and 2 above are what the residents of Finland and Nigeria said they will like to buy which are not offered.



FIGURE 17. Nearest shopping mall.

On proximity to shopping mall, (FIGURE 17) shows in Nigeria, 38% responded within 500m, 31% responded over 500m and under 1km, 9% responded over 1km and under 2km, 22% responded over 2km. In Finland, 40% responded within 500m, 30% responded over 500m and under 1km, 10% responded over 1km and under 2km, 20% responded over 2km.

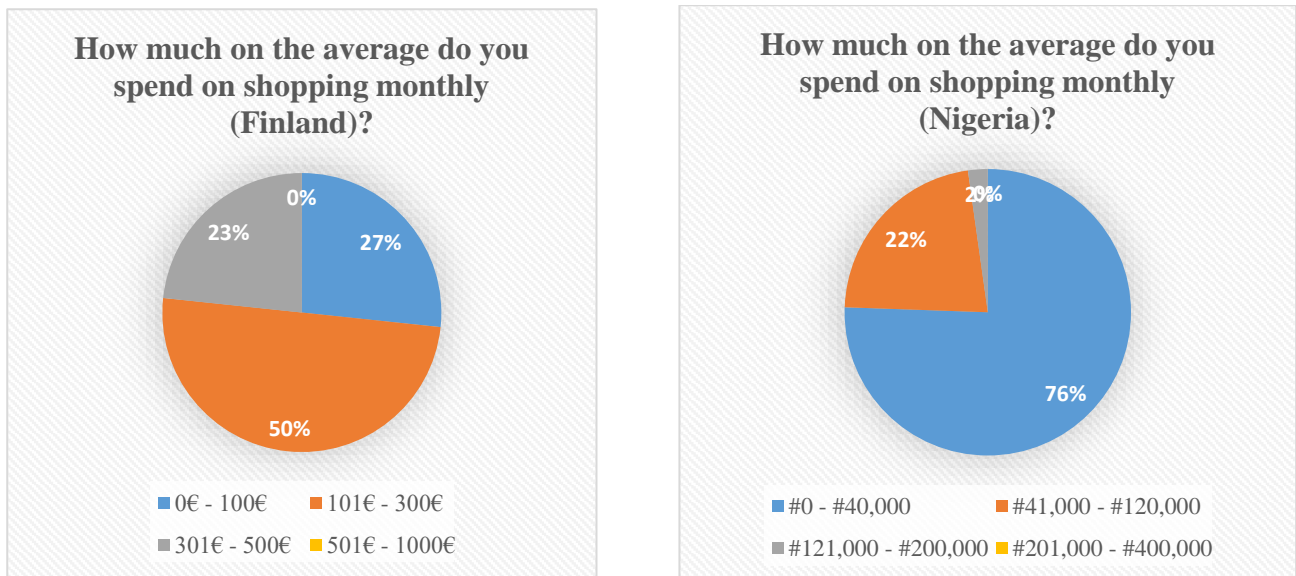


FIGURE 18. Average monthly spending.

On monthly spendings, (FIGURE 18) shows that 27% of the respondents from Finland choose that they spend between 0 to 100 euro in a month, 50% choose that they spend 101 to 300 euro in a month, 23% choose that they spend 301 to 500 euro in a month. While in Nigeria, 76% of the respondents choose that they spend between 0 to 40 thousand naira in a month, 22% choose that they spend 41 to 120 thousand naira in a month, and 2% choose that they spend 121 to 200 thousand naira in a month. (One euro is equivalent to four hundred naira).

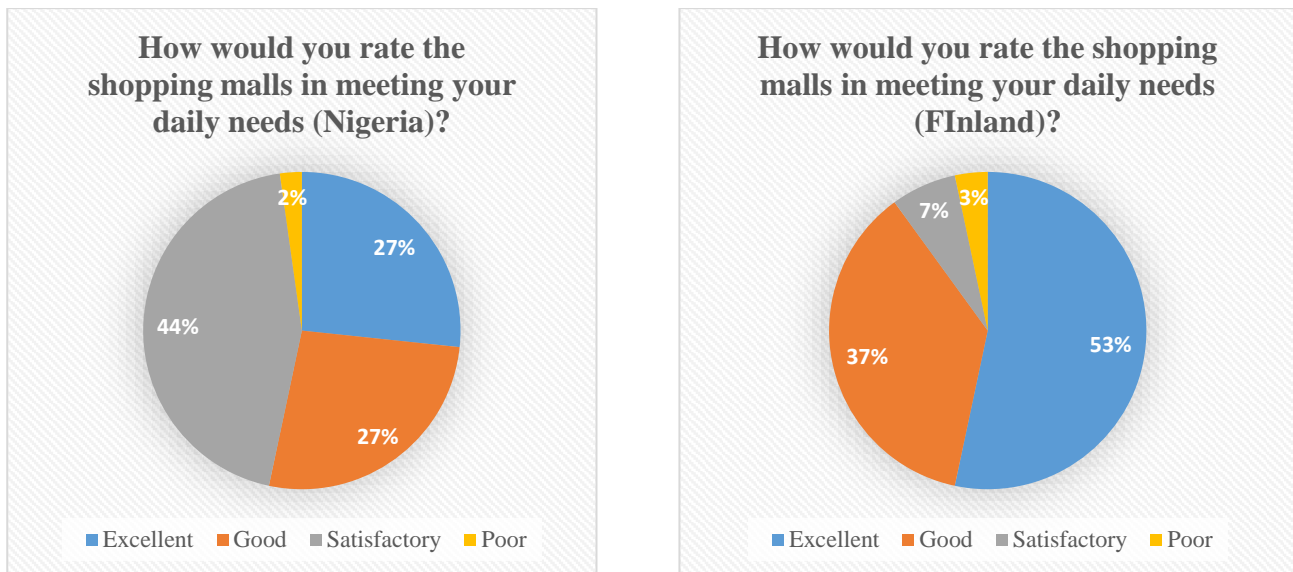


FIGURE 19. Rating shopping malls.

On rating, (FIGURE 19) shows that 27% rated Nigerian shopping mall as excellent, 27% rate as good, 44% rate it as satisfactory while 2% rate it as poor. On the other hand, 53% rate Finnish shopping mall as excellent, 37% rate it as good, 7% rate it as satisfactory and 3% rate it as poor.

TABLE 3. Finland suggestions on how to improve their shopping experience.

Reasons provided by respondents	Frequency
Discount/Cheaper prices	14
Proximity to residents	6
More space between the rows in the stores	3
Improvement in sales communication that gives customer more experience	2
Extending the hours of operation	2
Nothing to add	2

TABLE 4. Nigeria suggestion on how to improve their shopping experience

Reasons provided by respondents	Frequency
Discount/Cheaper prices	18
Proximity to residents	7
Customer loyalty programmes should be organized	5
Bringing more shops to the mall	4

Nothing to add	2
More space between the rows in the stores	2
The shopping malls should always update the customers when discount sales are available.	2
Sometimes it is difficult to find the location of the shop within the shopping mall most especially when you intend to visit a shop or store	1
Gift cards and sales should be introduced more regularly	1
Making it 24hours service	1

### 5.3 Analyses of The Survey Report

This chapter compares the result of the survey conducted in the two countries and shows the similarities and differences in how people feel about shopping malls in their country of residence. This is important because the research is aimed at comparing Nigeria and Finland in terms of their shopping mall experience.

To achieve this, factors such as household size, location where people shop for their daily needs, total number of shopping mall in the region where respondent lives, regular customer loyalty programs, their attitude to purchasing things from other country online, and their general rating to the existing shopping malls is very important to consider.

Household size: This is important because the household size enable one to know how often the household will need to buy things from the shopping mall, and also the size of the household can factor the amount each household spends in the shopping mall every month. Nigerian household has 11% of respondents indicating that their household is composed of one-person, 22% of respondents indicate tow-person household, 11% indicate three-person household and 56% indicate 4 or more person in a household. Finnish household includes 40% of respondents indicating that their household is composed or one person, 30% indicate a two-person household, 23% indicates three persons in a hosedhold and 7% indicate 4 persons or more in a household.

The result of the survey shows that there are larger households in Nigeria when compared to Finland.

Location where people shop for groceries: The survey report shows that 34% of Nigerian shop for their groceries in shopping malls, 42% shop in the market place, 22% buy from the shops. While in Finland, 73% of respondents buy their groceries in the shopping malls and 7% buy from market place and 20% buy from the shops.

When determining the shop to visit: The survey shows that 60% of Nigeria and 47% of Finland shoppers consider the cheapest price to be their priority. As regards customer loyalty programs, larger percentage of Finnish residence agree that there are regular customer benefits and loyalty programmes when compared to the Nigerian respondents from which only a few of the respondent agree that there are regular customer benefits and loyalty programmes in Nigeria. When considering the rate at which respondents purchase item from other country online, lots of Finnish residents still shop for their needs online as when compared to the rate at which the Nigerian residents purchase online.

Lastly, the rating of shopping mall in Finland , Larger percentage of the respondents in Finland rate the shopping mall as excellent in meeting their daily needs while fewer percentage of Nigerian rate their shopping mall as excellent.

## 6 CONCLUSION

This thesis is about comparing the prospects and challenges of shopping malls between Nigeria and Finland. The aim of this thesis arises from the fact that having stayed in Finland for about two years now, looking at the Finnish (international) shopping mall system, and therefore an attempt to compare this to the Nigerian mall shopping system is significant. The aim of this research is to try to revisit key areas where the Nigerian shopping malls are lagging when compared with the Finnish (an example of European standard) shopping malls. By doing so, this research will try to examine some of the peculiar features of some of the existing Nigerian shopping malls and the Finnish shopping malls in order to have an insight on what need to be done to integrate Nigerian Shopping mall into the international standard. The final target is to improve the customers shopping experience.

As part of the theoretical framework of this research, quantitative research method was adopted to establish the aims and objectives of the research. Closed as well as open-ended questionnaires were administered to 75 students as respondents. 45 of these respondents are students of Obafemi Awolowo University in Nigeria, while the other 30 are students of Centria University of Applied Science in Finland. The questionnaire was formulated and collated with google forms and further analyzed and sectioned by Microsoft excel

The result of the survey, shows there are lots of similarities and differences between Nigeria and Finland shopping malls, and there are challenges facing shopping malls in Nigeria and Finland. To begin with the population, Nigeria has a great number of population which are the target of all business sectors, when constructing a new shopping malls, Nigeria has a lot of labour force for the job and also when the shopping mall is fully established, there are millions of prospective buyers who are ready to buy from the mall.

The survey also shows that 40% of respondent indicates there are 4 or more shopping malls in there region but there are very few customer loyalty program in Nigerian shopping mall, their are still rooms for improvement in customer benefits and loyalty programs in Nigerian shopping mall. Perhaps this is why some of the respondent state that they prefer to shop for their daily needs in the market place. The survey also shows that most people prefer to buy their things at the shops that offer the cheapest price level. With this, location does not even matter much, as people like to buy from where they can get the

cheapest price. Lastly, the survey shows that there are still certain regions with no shopping malls, this shows that there are still places that there are no competition in entering the market.

In Finland, the survey report shows that the monthly income of Finnish residents is high which also affects the amount they spend on shopping mall. There are also lots of shopping mall in Finland, and 73% of the respondents state that they shop for their groceries in the shopping mall, yet there are still a few regions without shopping malls. There are so many customer loyalty programmes in Finland and the respondents agree to the shopping mall being strategically located. The respondents also states that their priority in deciding the shopping mall they visit is the cheapest price level which also implies that the distance of the shopping mall does not always determine where they shop. The respondents indicate that not all items they want are in the shops thereby most of them order things from other countries online, which is also a room for improvement in the shopping mall. Generally, larger percentage of the respondents rate the Finnish shopping malls as excellent in meeting their daily needs.

These survey show that the Finnish shopping mall is infact an international shopping mall that gives their customer a lot of customer benefit and make there shopping experience perfect while the Nigerian shopping mall has a lot of places they are lagging, in order to make people buy their daily needs from the shopping mall instead of the market which they buy from, the price of goods at the mall needs to be revisited, there should be customer benefit programmes and sales items should be introduced regularly in Nigerian shopping malls.

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## PROSPECTS AND CHALLENGES OF SHOPPING MALLS

### Comparison between Nigeria and Finland

#### Survey

As daily basic needs are an inherent characteristic of human, shopping malls are essential in buying and selling; in other to satisfy human basic needs. This survey is to compare the prospects and challenges of shopping mall business between Nigeria and Finland. Be assured that all the information appear here-in will be kept confidential and the responses will be annanomous. please spare few minutes of your time to fill. For further information please contact: Yinka Omisakin, Yinka.omisakin@centria.fi.

1. Gender
  - a. Male
  - b. Female
2. Age Group
  - a. 16-20
  - b. 21-25
  - c. 26-30
  - d. Above 30
3. Country of Residence
  - a. Nigeria
  - b. Finland.
4. Household Size
  - a. 1
  - b. 2
  - c. 3
  - d. 4 or more
5. Average Monthly Income
  - a. 0€ - 500€
  - b. 501€ - 1000
  - c. 1001€ - 2000€
  - d. 2001€ - above
6. Do you agree with the following statements? Please indicate with a,b,c or d in front of the question
  - a. Strongly agree
  - b. Agree
  - c. Agree in part
  - d. Disagree
  - e. Strongly disagree
  - i. Finland/ Nigeria has a lot of shopping mall .....
  - ii. Finland/ Nigeria shopping malls are strategically placed, close to resident and city center.....
7. Which place do you prefer to shop for your groceries and wears?
  - a. Shopping mall
  - b. Market place
  - c. Shops
  - d. Others .....
8. There are lots of regular customer benefits in Finland/ Nigerian shopping mall shops?
  - a. Strongly agree
  - b. Agree
  - c. Agree in part
  - d. Disagree
  - e. Strongly disagree
9. How many shopping malls are there in the region where you live?
  - a. 1
  - b. 2
  - c. 3
  - d. 4 and above

10. What are your priorities when choosing the shopping mall to visit?  
 a. Lots of shops                      b. It is closest to my apartment  
 c. Cheapest price level              d. Others, which.....
11. I visit the shopping mall for  
 a. Relaxation such as cinema, gaming, fast food  
 b. Courier, banking, foreign exchange, tele communication, libraries  
 c. For window shopping, loyalty programmes and sales item  
 d. All of the above
12. Do you feel safe going to a shopping mall?  
 a. Strongly agree                      b. Agree              c. Agree in part                      d. Disagree  
 e. Strongly disagree
13. Are there any customer loyalty programs in the shops you visit?  
 a. Strongly agree                      b. Agree              c. Agree in part                      d. Disagree  
 e. Strongly disagree
14. Do you order things you need from other country online e.g. eBay, Amazon, Wish?  
 a. Strongly agree                      b. Agree              c. Agree in part                      d. Disagree  
 e. Strongly disagree
15. If You agree to question 14, why do you order from other country online?.....  
 .....  
 .....
16. Is there anything you would like to buy which are not offered in Finland/ Nigeria shopping mall  
 a. Strongly agree                      b. Agree              c. Agree in part                      d. Disagree  
 e. Strongly disagree
17. If you agree, what  
 .....  
 .....
18. How close is the nearest shopping mall to you?  
 a.                      Within 500m                      b. Over 500m and under 1km  
 c.                      Over 1km and under 2km      d. Over 2km
19. How much on the average do you spend on shopping monthly?  
 a.                      0€ - 100€                      b.                      101€ - 300€  
 c.                      301€ - 500€                      d.                      501€ - 1000€
20. How would you rate the shopping malls in meeting your daily needs?

- a.           Excellent
- b.           Good
- c.           Satisfactory
- d.           Poor

21.           What could be done to improve your shopping experience?

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Thank you.