

Factors influencing market place quality in an urban area: Perception by shoppers and shop owners

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Abstract. The study examined the factors influencing market place quality from shoppers' and shop owners' perceptions using Alasinloye market place as a case study, with a view to analyzing what shoppers and shop owners value, the environmental situation of the markets, and the quality of management. The study identified the socio-economic and social characteristics of shoppers and shop owners and identified the physical and design characteristics of the market area. Assess the environmental quality; examine the factors that drive or inhibit patronage in the market. Data for this research were acquired from both secondary and primary sources. The questionnaire was administered using a systematic random sampling technique to shoppers and shop owners inside the market area. From two thousand shops (2,000) shops owners in the study areas, four hundred and eighty (480) shops owners were selected for questionnaire administration, signifying 24%. The average population of shoppers that patronized the Alasinloye market in a day, amount to fifteen thousand and six hundred shoppers (15600). Seven hundred and eighty (780) shoppers were selected as the sample size representing 5%. ANOVA, regression, and descriptive statistics tools were employed to analyze the data. The results obtained show that a Physical Characteristics Index (PCI) of 3.42 was obtained from shoppers, whereas shop owners had 4.21. The perception of Social Characteristics Indices (SCI) of 3.66 was obtained from shoppers, whereas shop owners had 3.55. The results of experts' perception of the Design Characteristics Index (DCI) show that Alasinloye Market had 3.16. The result of the Market Quality Index (MQI) for the Alesinloye market is 3.44. The results on the relationships between the shoppers' and shop owners' socio-economic characteristics and market quality in Alesinloye market show that gender, age, level of education, occupation, among others with Beta -0.165, 0.217, 0.361, 0.235 and p value < 0.032, 0.003, 0.004, and 0.001 were significant. The results of the regression analysis displaying the correlation between socioeconomic characteristics, design characteristics, physical characteristics, social characteristics, and market quality shows F-value of 5.232E3 and p -value of 0.000. It was obvious that the relationship was significant. The study concluded that the influencing factors for shoppers and shop owners to market place patronage and quality are directly related to the socioeconomic characteristics of shoppers and shop owners, design characteristics and physical characteristics, and social characteristics of the market place.

Keywords. Factors, market, quality, perception, shoppers, shop owners.

1. Introduction

Market places, like all other fields of human endeavor, form an important institution of human socioeconomic activities that have regional, sub-regional, intercity, and internal spatial impressions [1]. According to Reference [2], in the context of spatial planning, market centers represent a specific geographic area where products and services are distributed. The works of [3-5], among others, unequivocally corroborate this assertion. It is however essential to acknowledge the diverse functions of markets in a country's development. According to [5], market centers are unique man-made elements seen in Nigerian settlements. Depending on these centers, every town has at least seven daily market places. Lagos has the highest number with seven, next to Ibadan with ten, Kano with two, Onitsha with two, and Aba with two. Conversely, Reference [6] also noted that nearly all periodic markets, which typically occur once every eight or four days, are held in villages.

Reference [7] refers to market place quality as the discrepancy between shoppers' expectations and the actual delivery of the market service. A shopper's perception of location is influenced by factors such as the demand for quality, value, and diversity of goods [8]. The physical environment, safety features, sociocultural element, and the friendliness, helpfulness, and general perceived trustworthiness of salespeople positively impact a shopper's opinions of a market place and their propensity to patronize it ([9,10]). Reference [11] observed that providing customers with a helpful staff is actually a significant influencing factor that has a huge impact on their contentment. Reference [12] suggested that in evaluating a shopper's contentment entails; offering of promotional, displacement of product attractively, and cleanliness among others. These are vital measurements of the internal market environment [13].

In line with [14], how a customer observes the physical surroundings of a market place plays a significant role in their overall experience. The study claimed that a few of the elements that the customers used to gauge the quality of the market and services obtainable were the external appearance, layout, and physical design area. Shoppers' intentions to stay longer and return to the region are influenced by their perceptions of the quality of the market place [14]. In addition, Reference [15] asserted that physical surroundings might function as a mechanism for market positioning and differentiation from rivals. Additionally, the use of relaxing music and aromas improves the shopping experience [16]. Lastly, studies indicate that a market's atmosphere plays a significant role in determining how satisfied customers are ([17,18]).

Today, businesses need to do more than simply provide their clients with goods or services if they want to build lasting relationships with them and set themselves apart from rivals [19]. Reference [19] also asserted that many businesses now also provide an imperceptible experience that transcends tangible goods or services. This means that the emphasis is no longer on the physical good or service. An atmosphere can be used to create a client experience [20]. In the words of [19], “the cognizant designing of space to generate specific effects in shoppers” constitutes “market atmospherics.” Researchers such as [21,22], Reference [14] claimed that Reference [19] was the researcher who originally defined market atmospherics. According to [22], the author was the first to introduce and define the term atmospherics, which refers to the global control and shaping of environmental indicators [23]. Reference [24] noted that atmospherics are physical features and the use of space in market design to bring to mind certain effects in shoppers. A key component of atmospherics, which produces an energizing atmosphere in the store that has a unique impact on customers, is music. There is sufficient evidence to support the idea that music affects consumer behavior ([21,25,26]). Customers’ perceptions of service quality are influenced by music ([27,28]). In addition, it might increase subsequent patronage of customers and traders [26].

When given consideration to market design, [29] observed that consumers’ perceptions of design specifically, high image store design, which includes color, presentation and layout, have a significant impact on their intentions to patronize and the quality of the services they receive [30]. Furthermore, the perception of design cues had an impact on the perceived worth of items in the marketplace [30,31]. Reference [32] also reported that the layout and interior design of a store affects how customers perceive the store. Furthermore, the external design of the store, such as the window displays, affects how customers feel about the store and perceive its identity as well as their choice to join a market [33,34]. In line with [28], smell presence and how the customer perceives the quality of the things provided, as well as the atmosphere in which he is buying, can affect a customer’s mood. According to [35] Scent characteristics may improve a shopper’s processing fluency in a marketplace. In addition, the authors discovered that customers spend less money in stores within a market when basic ambient fragrance is more prevalent than they do in stores with complex scents.

Markets are associated with numerous problems [30]. The social and cultural factors and physical environment are of vital significance to the act of physical market place in any society in the world [36]. The issues that affect patronage in the market environment, including environmental pollution and social interaction, were assessed as important elements influencing market patronage and market quality [37]. Apart from the study of the social characteristics, the physical characteristics of the Alesinloye market with regard to land use, building conditions, and the essential facilities influencing patronage were examined. To better understand the elements influencing market quality, attachment to the traditional market, and the qualities and characteristics of the market as a location of functional and emotional significance that develops the attachment are explored. These and other characteristics were captured in the study. In sum, the established market in many Nigerian cities has issues with maintenance and management, which poses many challenges to the physical environment. This study has unraveled the level at which inefficiency and ineffective management contribute to the fundamental quality of the physical environment in the Alesinloye market. This and some others are the core emphasis of this study.

1.1 The Study Area

Compared with other towns in Yoruba land, Ibadan is a city of great antiquity, founded in 1820. It is located approximately at the intersection of longitude $3^{\circ}54^1$ East of the Greenwich meridian and latitude $7^{\circ}23^1$ North of the equator. The location of the city (Ibadan) is shown on the map of Nigeria that shows Oyo state (see Figure 1). The Ibadan southwest Local Government is located toward the southwest part of the Ibadan metropolis, as shown in the map of Oyo state showing the study area and the Ibadan Metropolitan region (see Figure 2). Oba Aleshinloye market Ibadan, established in 1989 by the Ibadan south-west local government as part of its market development and management drive. It was organized because of public demand with a view to solving problems plaguing the old Dugbe market. The market is in the Ibadan South Local Government area of Oyo State. It is bounded in the north by the Dugbe railway station, west by the Idishin area, south by the Alalubosa area, and southwest by the Jericho area. It is located along the road that links the Iyaganku police station and the staff quarter, Jericho, and the Magazing road. The total land use of the Aleshinloye market is 15.074 hectares, which is about 0.9% of the total land area of the local government. The predominant use of the market is commercial land use, although there are other uses like public circulation that were provided for the improvement of the market [23].

The market comprises mainly of market blocks covering an area of 13.855 hectares with some other uses instrumental to the functionality of the market (see Figure 3). Such other uses are service industries made up of watch repair, bakery, and pepper mills covering an area of 0.099 hectares; road and streets made up of distributors, access, and foot paths covering 0.142 hectares of the total area of 0.94%; public and semi-public, covering an area of 0.140 hectares or 0.93%; car parks covering 0.700 hectares of the total land while bus and taxi parks covering 0.138 hectares of the total land use (see Table 1). Figure 4 shows Alesinloye Market Land Use and Layout, which illustrates the position of facilities that include: The Street Light, Zonal Offices, Open Shed, Slaughter Slab, Fire Station, Police Station, Mosque, Butcher Area, Fire Extinguisher, Stall, Refuse Rectangle, Road Well, and Toilet.



Figure 1. Oyo State within the national context. (Source: [38])

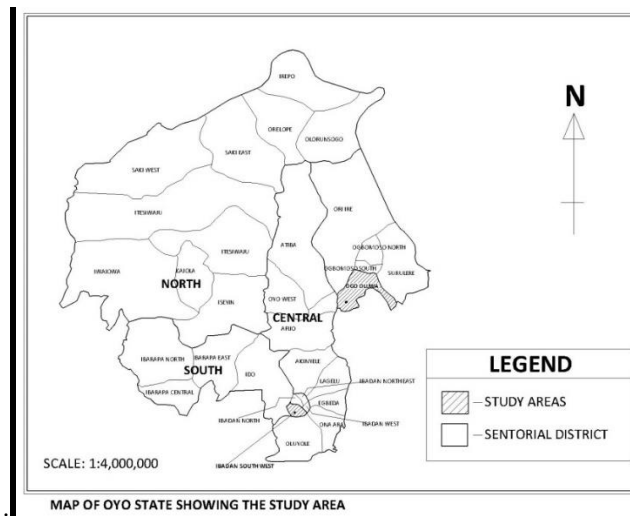


Figure 2. Study area within the Oyo State context.

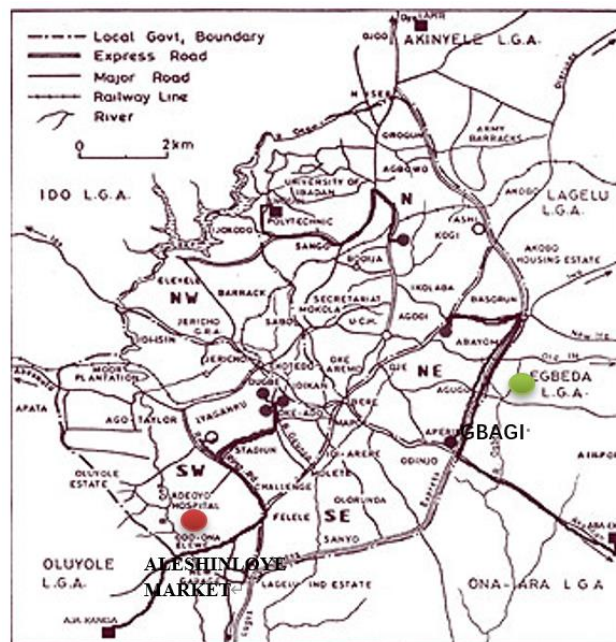


Figure 3. Study Area within the Context of the Ibadan Metropolitan Region. (Source: [38])

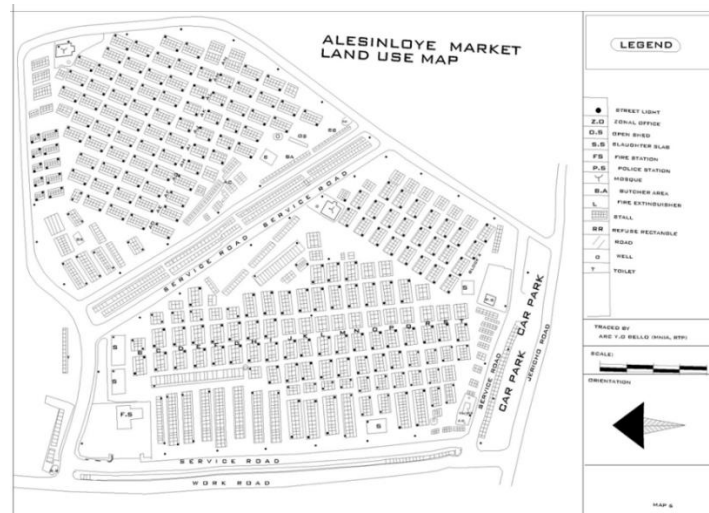


Figure 4. Alesinloye market land use and layout.

Table 1. Land use analysis of the Alesinloye market.

Land use	Area in hectares	Percentage
Service industry	0.099	0.66
Commercial	13.855	91.91
Circulation	0.142	0.94
Car-park	0.700	4.64
Bus and Taxi Park	0.138	0.92
Public use	0.140	0.93
Total	15.074	100

Source: Estate and Valuation Department of the Ibadan southwest Local Government (2023).

2. Literature Review

The definitions of market in the literature are not very diverse. The word “market” refers to an approved public gathering place where buyers and sellers of goods come together at a time and location that is approximately rigidly defined [39]. Reference [1] went further to state that markets are man-made structures created for human usage. A more similar definition is given by [40], who defines the market as a gathering place for sellers and buyers to conduct business related to the exchange of products and services. An arrangement in which two or more people trade products, services, and knowledge. A location was purchasing and selling occurs between two or more parties. Reference [41] observed that a town or market place must meet certain criteria to become a commercial center: it must have a port of entry, a crossroads, resources, and housing. Additionally, Reference [42] pinpointed particular geographic factors influencing rural marketplaces in tropical Africa. These factors include population density, market periodicity, accessibility, proximity to a water supply source, and locations of traditional religious shrines because they change over time. Moreover, Reference [43] noted that commercial centers thrive as long as they meet one or more of the aforementioned requirements. However, as soon as these demands are met, the centers begin to decrease.

2.1 Concept of Market Places

The definition of market place quality refers to the level of adequacy or grade of acceptability of shopping units and their related immediate environment. Others include the functionality and effectiveness of market structures and organizations, design and building elements, materials employed, quantity of external and internal space relating to shops, basic amenities and service provision and market utilities [44]. The physical situation of the building and other services and facilities that make shopping conditions in the market place favorable [45]. The quality of the market place ought to fulfill minimum health conditions and decent marketing standards. Furthermore, these shops are affordable to all classes of marketers [46]. Reference [47] classified market place quality standards into two classes: the first relate to space standards, which describe market density and intensity of development in relation to the number of shops per unit area of land, occupancy sizes, and plot sizes. The second is linked to the performance standard, which defines the quality of the environment [48]. Market place quality reveals the values, standard, public value, and appreciation, and it is engaged as an instrument for assessing the character and level of acceptability of market place conditions [9]. Market place quality takes into account the quality of the market, market place condition, characteristics, and the environmental and physical quality of the market place [49].

2.2 Theories and Approaches to the Study of the Market

Various approaches have been adopted in the study of the market generally. The various approaches range from varieties of definitions, historical perspectives, types of markets, and distinctions between traditional markets and

shopping center systems. The authors have studied markets from economic, environmental, geographical, social psychological, and political perspectives. For example, Reference [50] examined how political activities both encourage and hinder/restrict as part of a market's goal of generating increasing profits for local businesses. The authors were interested in markets as public places and spaces that are open to both the powerful and the less powerful and a place where all voices can be heard. From an environmental perspective, some authors have examined the indoor environment of shopping malls, these include: Reference [51,52]. They examined indoor pollution and air conditioning in shopping malls for better health. Markets have also been studied from spatial and social economic perspectives. The central place theory [53] serves as the foundation for the study's investigations of the spatial, temporal, and functional distribution of the rural market. The theory is highly helpful in that it offers a way and methods for examining an economic system's ordered relationships and operation from a spatial perspective. Rural market centers, which serve as hubs, are excellent examples because their distribution and spatial interactions demonstrate how economic systems work and how the space economy is changing. In a study of the notions on market; Reference [54], claims that the theory of general spatial diffusion and central place theory were altered to reflect an indigenous African context.

Market centers are central locations whose primary purpose is the supply of an extensive range of services and goods to the dispersed communities within their respective ranges, according to the central place theory by [53,55,56]. The maximum spatial distance that an individual is willing to travel to receive a specific commodity or service from the central location is known as the range. According to this theory, market centers or settlements are distributed over a homogenous economic zone in a hierarchical order, offering commodities and services commensurate with their social status [57]. The location, size, spacing, interdependence, and operation of settlements and market/service centers have all been found to be regulated in ways that can be explained by the central place theory [58,59].

2.3 Types of Markets in Ibadan

According to [60], markets in Ibadan are centered on the periodicity of market operations (whether daily or occurring at regulars). There are two types of markets in Ibadan.

2.3.1 Daily Markets

These can be further categorized into four types

(i) Morning Markets: These are held between 5.00 am and 12.00 noon's every day. It is believed that most of the markets are historically old and at the urban-rural fringe. At the morning market, perishable goods such as tomatoes and vegetables are predominant and they have the characteristic of being small in size both in area and customers and vendor population. Apata, Ile tundun, and Ojoo markets are typical examples of morning markets, and they are no longer predominantly restricted to morning markets.

(ii) Day Markets: Day markets are the most common types in Yoruba towns and are characterized by intense commercial activities, high density of daytime population, congestion, noise, and preponderance of women and men selling as well as purchasing. The day market functions between 8.00 am and 7.00 pm and is primarily devoted to retail business with a wide assortment of goods such as foodstuffs, provisions, household utensils, plastic products, and textiles. Examples of day markets in Ibadan are Mokola, Oke-Ado, Bodija, Gbagi, Agbeni, and Bode, among others.

(iii) Night Market: Night markets function between 5.00pm and 10.00pm and specialize in selling various types of cooked food. Young men and women visit the night market to make friends, eat food, and indulge in amusement. The importance of the night market has been drastically reduced by urbanization and modernization of the economy. However, some night markets still exist in Ibadan, for example, the Oje, Sango, Gege, and Olomi markets.

(iv) Day and Night Markets: These markets are held at intervals of 5-17 days. This involves people coming from other towns to trade. Such a market in Ibadan is the Oje market, where people from Ilorin, Oyo, Ede, Iwo, Lagos, and Abeokuta come to trade in indigenous Yoruba clothes such as "Ofi" Aso Oke and "Adire".

2.3.2 Periodic Markets

The principal economic functions of periodic markets are collecting, bulking, and distributing indigenous as well as imported good like foodstuffs, cloth, household materials, and fancy goods. This periodic market can be classified into two. These are the provincial periodic market and inter-kingdom periodic market. The provincial periodic market is usually held every fifth day and is patronized by people living not too far from the market place. The inter-kingdom periodic markets have a service area that is much larger than the first type. Buyers and sellers come to the inter-kingdom market from distances ranging from fifty to a hundred kilometers or more. This type of market is held at intervals of 9th or 17th days. Some periodic markets in Ibadan are highly specialized in selling indigenous Yoruba cloth (Adire and Ofi) and black soap. Among such markets is Oje Alaso Oke in the Oje area. Markets in the city can be classified into specialized and general markets [6].

(i) Specialized Markets: In these markets, a class of commodity dominates the others, although other complementary goods are sold to service operators and shoppers. Owing to the nature of goods handled and their specialization, the markets in most cases attract customers and commodities from within and outside Ibadan.

(ii) General Markets: These are marketing that deal in a wide variety of local and imported goods and in which no particular commodity dominates the others. The mode of sales in these markets is retail. The list of such markets cuts

across the various hierarchies of markets in Ibadan and it includes: Aleshinloye, Ogunpa, and others. Figure 5 shows types/classifications of the market as illustrated in the chart below.

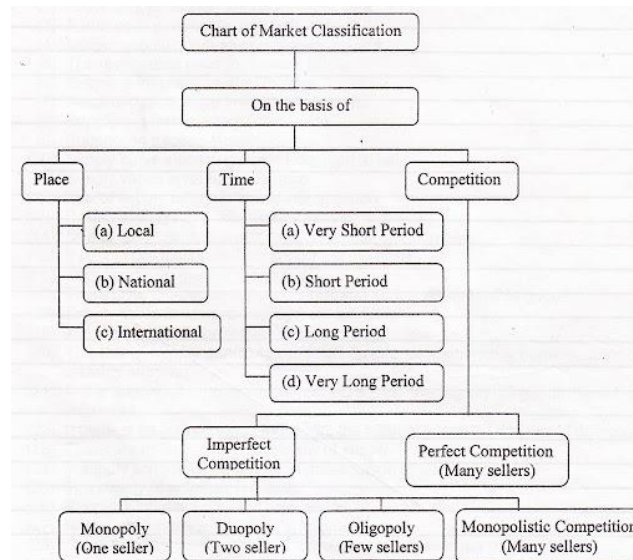


Figure 5. Types/classification of the market as illustrated in the chart. (Source: [61])

2.4 Importance of Markets in Yoruba

The importance of markets generally can be categorized into two categories: economic function and non-economic function. The main economic function of markets is the collection and supply of local foodstuffs. Beside this exchange of goods, the market acts as places where services can be provided, services like pepper grinding and sewing. In addition, through the market, manufactured and imported goods from different parts of the country reach the ultimate consumers. It reached consumers in the regional localization, and other articles produced in the immediate environment of the market reached the far and near areas of the country through these markets. The non-economic function can be further subdivided into social, political, and cultural functions. Market places are used for social functions for people of diverse ethnic groups, racial backgrounds, and cultural trades. People socialize together in market places. Fashion and ideas are also interchanged in market places. Reference [62] rightly pointed out that petty trading in Yoruba is a skill, a pleasure, and a necessity. To walk through almost any market is to appreciate that trading is the essence of social life from childhood upward. Market places are also used for political functions as centers for the dissemination of political facts on the management of local and national governments. The spreading of knowledge about civic responsibility of citizens of a place like the payment of taxes, knowledge on health matters such as vaccination of children against measles, family planning, and warning against certain social vices, political campaign is spread through markets. Market places are also used for cultural functions such as the maintenance of peace and tranquility. The market place is often in the name of certain gods and goddesses with their shrine clearly marked in the market place. Yoruba festivals such as “Egungun, Sango, Ogun” and others take place in market places. Early Christian and Muslim missionaries acknowledged the importance of the market as a place for teaching, spreading, and preparing the gospel.

2.5 Classification of Market Places in Yoruba Land

A classification is physical markets, which are establishments where buyers and sellers can interact in person and exchange money for the goods purchased. Example comprise: shopping malls, traditional markets, retail stores, and department stores. Local markets are examples of physical markets. Second, there exist non-physical markets, otherwise known as virtual markets. In such markets, buyers and sellers transact business on the Internet. In addition, since such buying and selling is carried out through the internet, those that performed the transaction need not encounter physical [63]. Furthermore, there is another type of market known as auction market. In an auction market, only the highest bidder is the one to whom the seller usually sells his/her product. Also, where people sell raw materials (goods) is referred to as a market for intermediate goods/products. Such raw materials are mostly needed for the production of other goods/products, otherwise referred to as final good/products [64]. In addition, a market where people trade illegal/unlawful goods such as weapons and drugs are referred to as the black market. The other classification is the knowledge market, which deals with any arrangement for the exchange of knowledge-based products and information. Finally, another market that transacts with the exchange of liquid assets (money) is called a financial market [65].

The final categorization is based on the season/time of transaction. Reference [66] has effectively recognized two major classes of markets, periodic and daily, in Ogun State. However, the study classified this market into four based on the hour of day the market is being operated. These consist of Morning, Day, Night, Day, and Night markets, respectively. In order-to-order markets in the ranking order, some methods have been recommended and practiced. In the words of [67], the study was of pinion that in a particular community, indigenes can be interviewed to learn about their views of

markets and that they are generally aware of the size and significance of their markets. Reference [67] went on to say that making this kind of differentiation between marketplaces might also be accomplished by observation over the course of one or two market visits. Reference [68] defined five key market categories in rural China based on the interview method. These markets are ranked in order of increasing importance in the marketing hierarchy: minor (incipient), standard, intermediate, central, and regional markets. Reference [68] market hierarchy model was applied by [67] in Northern Ghana and by [69] in the Sudanese White Nile. According to Skinner's market typology, the highest-order market and regional market facilitate daily trading activity and can operate day or night. The function of intermediate and central markets is different from that of the minor market, which is at the bottom of the hierarchy and has a relatively low threshold for an organized periodic marketing standard. Central markets, which are mostly used on a periodic basis, typically have a prime location within the transportation system and serve both retail and certain wholesale purposes [70].

2.6 Functions of Market Places

Most authors have emphasized the economic function of markets. For example, Reference [54] stated that the rural markets of Nigeria performed three economic tasks, which were carried out concurrently by Lagos and Western States. These are: local exchange, internal trade, and central place functions. In the same vein [66] noted that rural market centers operate as central places; they are the most typical characteristics of commercial expression in rural regions; and they are centers for exchange of goods and services along the same dimension. Reference [1] asserted that market centers play a crucial role in enabling the local exchange of products and services among the populace residing in their particular market areas or economic zones. In other words, the primary means of commercial exchange and inter-regional trade has historically been through market centers. A few other authors have identified other functions of markets/shopping places. For example, market centers function as hubs for the provision of healthcare, local government, political campaigns, religious initiatives, information sharing and innovation dissemination, and entertainment in the majority of developing nations [71]. Periodic market centers are essential to social and economic activity in their particular catchment areas and serve as a hub for the movement and convergence of people and goods in most developing countries. Reference [66]. They also serve as the center of both the social and economic lives of rural communities.

Research has demonstrated the social and cultural roles that markets play in society. For example, [1] noted the social role of markets by viewing them as more than just a venue or time for the exchange of goods between regions; rather, they are an exchange of movable economic adaptation to the nature of communication and to autonomous forms of social change. Reference [2] asserted that the role that markets play is true particularly in Yoruba land, where markets are used as gathering spaces to uphold existing linkage rights and obligations. In a similar vein, Odugbemi and [72] viewed the marketplace as a setting where people may get together with friends and family to share rumors and news. Market places serve as an assessment tool for political parties, according to [66]. Market places act as a conduit for political power, according to [73], who repeated the findings of [66]. The study claimed that this was evident among the Arewa people of the Niger Republic, where there is a rivalry for political power in relation to authority and the legitimacy of a ruler. The study made the case that market centers allow social entities that have officially vanished to physically reassemble. Similar findings have been made by Reference [3,74], who emphasize that markets are essential to economic activity and that Nigeria's traditional system articulates geographical linkages that have been overlooked in the country's post-independence growth. Market centers continue to function as a link between the economic centers of production and consumption where they are situated. Although they both acknowledge that not all market centers are found in urban areas, market centers nonetheless serve as hubs for information in nearby areas.

According to Reference [66], market centers are employed for information transmission because of their central location and high population density. Town criers may proclaim information at the market center. If such information is made public in the market centers, the people who frequent the markets will easily spread it throughout the town. He continued by saying that market centers are where most information on human matters, smallpox vaccinations, and other diseases are disseminated. According to Reference [66], the market center system is a more appropriate approach for developmental goals. Conversely, Reference [75] maintained that market centers are social centers. He claims that a market place is a location for social activities such as dancing, dating, deeming, getting back together, and other celebrations as well as for wooing, visits, and idea sharing. He maintained that, in addition to the commercial activity occurring in the market centers, a market day is typically necessary for social gatherings. Therefore, he suggested that the social role of marketplaces be used by placing the planned recreational areas close to market centers. He believed that this would be extremely beneficial to the youth's physical and mental growth and overall cohesiveness. It would also likely serve as a good platform for raising public awareness.

2.7 Characteristics of Shopping Centers/Markets

Study by Reference [76,77] found that planned markets and shopping centers are best described by their features, which include: coordinated architectural ensemble, which may be made up of variously shaped and constructed structures as long as they are all designed in harmony. Additionally, a homogeneous region that yields a center that satisfies market demands for type, size, and functionality; Likewise, a location that is easily accessible to locals, transit users, walkers, and others using other modes of transportation. Furthermore, planned shopping centers/market (place) must ensure sufficient parking spots and a range of services accessible to clients. In addition, it should provide a safe and appealing shopping environment, provide the commercial area with a suitable tenant and retail mix, and foster synergy through the

variety of different stores. Because of this strong sense of identification and place consciousness, they should also offer a convenient and comfortable area for shopping and other associated activities [78].

2.8 Behavior of Shoppers

Consumer buying behavior, according to [24], is the process by which people or groups choose, pay for, utilize, or discard goods, services, concepts, or experiences to satisfy their needs and desires. The social science fields of anthropology, psychology, sociology, and economics are used to investigate consumer behavior. Reference [79] proposed a five-part model to analyze the purchasing behavior of final consumers. The components of the model are the buying decision process, information, psychological forces, social and group forces, and situational factors. The social and group elements include social class, culture, subculture, families, and households; on the other hand, perception can be defined as the three different ways in which we understand the world around us. Selectivity: focusing, warping, and holding on [80]. Reference [81] acknowledged the decision-making processes, inputs, psychological and social impacts, perceptual reactions, processing determinants, inhibitors, and outputs. According to Reference [82], choice and store variety, convenience, amenities, social aspects, and service quality have a significant impact on customer behavior. Reference [83] defined consumer choice as the process of choosing, consumption, and discarding goods and services. They discovered that a variety of elements, including time, context, pressure, the quantity of options available, and even the environment, can influence consumer choice.

According to [84], convenience is the balance that consumers make between commodity and convenience costs when they shop. Commodity costs have been defined as the amount of money that is paid to the seller in exchange for the right to possess goods and services, and convenience costs are the costs associated with the time, money, and physical effort needed to overcome the obstacles of space and time. Customers' decisions to buy can be significantly influenced by the physical environments in which they shop [24]. Reference [85,86] state that shopping is more than merely making purchases of goods or services. [85] outlines certain psychological demands, like the opportunity to socialize, that drive shopping. [85,87,88] define the social part of shopping as shopping with friends or interacting with other people. According to Reference [89], customer satisfaction is greatly influenced by positive emotions.

2.9 Factors Influencing Customer Patronage at Market Places

Customers have historically placed value on various factors, including location, customer service, merchandise, entertainment, and atmospherics, to build retail mixes. Several research investigations by Reference [78,90] have demonstrated that the physical surroundings of the market place can either enhance good consumer sentiments or reduce negative ones. Positive customer attitudes impact consumers' happiness with the store and their ability to spend [78]. Additionally, Reference [63] showed that consumers seem to stay longer and spend more than they had planned when they are happy with the surroundings of the market. Reference [64] discovered that customers' perceptions of better service and goods quality are positively impacted by ambient and social elements prevalent in markets, such as soft lighting, classical music, and more well-groomed, approachable salespeople. The results of [29] indicate that interior decoys and architectural designs influence visitors' excitement and desire to stay at the mall. Market Place essentials extend beyond the physical surroundings, covering things like staff friendliness and general quality. By implementing patronage reward programs and other frequent shopper initiatives to reward customers at the point of sale, several markets are increasing the value of their patrons [90]. When a market is well located, it will be easily accessible and convenient for shoppers. Market place location is a convenience factor and a key factor in shopper typologies. One-stop shopping formats are becoming more popular because of shoppers' demands for convenience and time savings [91]. Their purchasing decisions may be significantly influenced by the physical environments of the stores [24]. According to Reference [92], providing the essentials like hygienic and secure shopping areas, sufficient restrooms, clear signage, and seating areas is just as important as having intriguing architecture and design when it comes to the overall experience of shopping venues. According to Reference [93], customers place a high value on feeling safe when they are shopping, including the presence of security personnel in certain situations. According to research by [71], the perception of a shopping center plays a key role in both forecasting and explaining consumer behavior. He concentrated his research on the connection between patronage behavior and the perception of a shopping district. Reference [71] looked at a variety of image components, and the findings indicated that operational (like store hours) and facilitative (like restrooms or kid-friendly play areas) factors significantly influenced customers' patronage behavior more than factors like "product and service offering." Likewise, transport facility availability has an impact on customer behavior, as Reference [94] study demonstrated that car holders regularly visited market places rather than going to street shops.

Shopping fulfills more psychological needs than merely obtaining goods or services [85,86]. One such need is the opportunity to socialize. Shopping with friends or interacting with others is referred to as the social aspect of shopping Reference [85,87,88,95]. In certain cases, social interaction takes center stage during shopping, with the products acting as incidental objects. regarding leisure shopping, the main goal is to go on an outing, with shopping being just one aspect of the experience [96]. In accordance with [24,97], the market is a social environment, and a mall's ability to draw and retain customers may be significantly influenced by its social features. Positive and negative emotions play a crucial role in customer satisfaction. Both positive and negative emotions have a critical influence on consumer satisfaction [89].

3. The Study's Conceptual Framework

In developing the study's conceptual framework, the theoretical concept derived from the literature review was adopted to capture the objectives of the study. Market place quality acts as the center of local economic activities by using factors that determine this quality. Sense of place is a factor, to ensure that the human dimension is driving all of the other strategies. These other strategies include place identity and place attachment among others. The concept is expected to reveal customers' behavior, state of security in the market, availability of services, cultural affinity, and shop owners' attitudes. Therefore, shop owners and shoppers' characteristics will constitute a framework for evaluating the quality of the market place. The study's conceptual framework is presented in Figure 6 below, which highlights the significant factors influencing patronage and quality of the place by shoppers and shop owners in the market place in urban area, these include: sentimental features to include sense of place, place attachment, identification features, dependence and historical significance features in the area, landmarks features, level of compliance to human scale, proportionality of features to the surroundings, focal point, image/milieu, territoriality, density, complexity, diversity, tidiness, and variability. Second, the physical and spatial characteristics of the market which comprised: market layout, architectural design and interior decoy, building characteristics, landscape features, method of waste disposal and water system, location within the city, road/accessibility, green areas and open spaces, climate considerations in the design of the market, level of pollution (noise and air), availability of facilities and service, drainage condition, adequacy of parking area, and security system. Furthermore, the influence of social and cultural characteristics on shoppers and shop owners is also essential. This is also considered, which comprises their social-interactive characteristics, institutions building availability such as churches, mosques, schools, among others, and heritage and cultural features.

Finally, the socioeconomic characteristics of the shoppers and shop owners have a great impact on all other factors directly and indirectly this includes: sex, age, marital status, education, income occupation, tenure, length of occupation by shop owners/length of patronage by shoppers, religion, tribe, shoppers' and shop owners' experiences, such as encounters with the natural world, experience of memorable moments, crime experience, etc. These factors are the outcome of an extensive literature review. A market quality index-based result was carried out to assess market quality in the research area. It should be held that the level or grade of acceptability or sufficiency of these features would indicate the degree of goodness and state of those variables (characteristics). Quality in the market was centered on an arithmetical scale. The scores per variable ranged between 1 and 5 on the quality index. It was clear from the scores that were obtained from the study, which of the study have achieved on the quality index, based on the level of adequacy or level of acceptability.

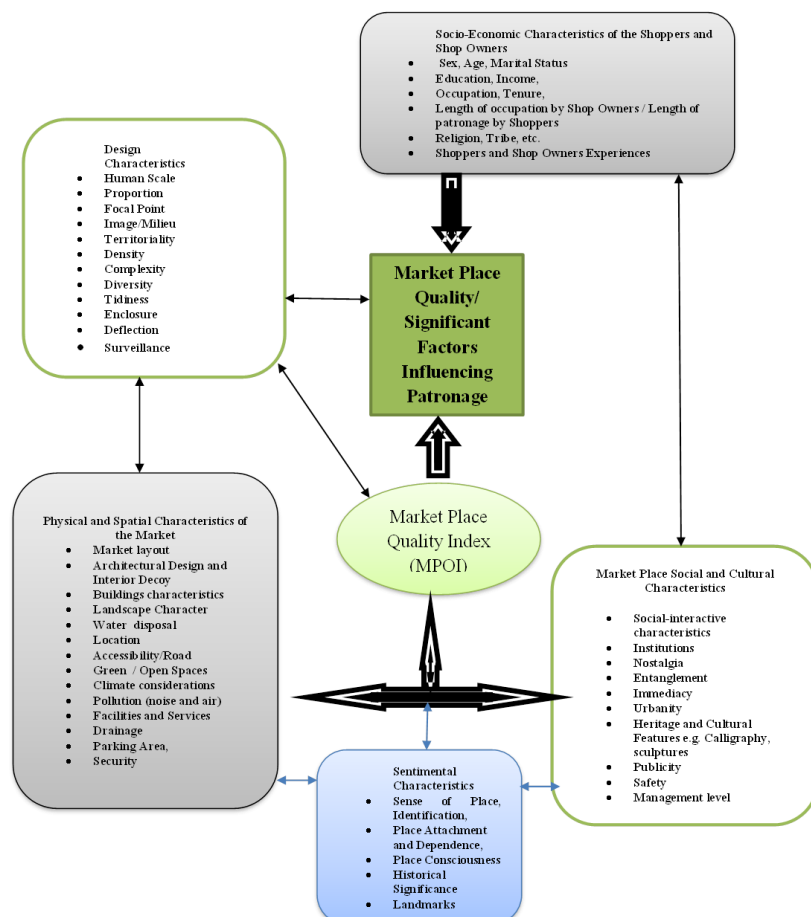


Figure 6. Conceptual Framework for the study.

4. Research Methodology

Primary and secondary data were used in the study. This study also used quantitative research approaches. Quantitative analysis involved the use of a questionnaire administered to shop owners and shoppers, and observation checks were carried out on the physical characteristics of available facilities. Also included are 10 randomly selected experts from academia and practicing firms who are members of the Nigeria Institute of Architects and Architects Registration Council of Nigeria and who are familiar with the market place. The panel participants assisted to quantitatively and qualitatively assess different scenes with reverence to these qualities and define the design social and physical qualities of the market place.

Collaborating with a group of 10 specialists in urban design, they conducted a thorough examination to pinpoint attributes that they were confident would be strongly associated with the well-being of both shoppers and shop owners. Some of the focused lists were sentimental/design characteristics, physical and spatial characteristics of the market, and market place social and cultural characteristics important to market place quality. The design characteristics examined comprised; Imageability, which is the feature of an area that makes it recognizable, memorable, and distinct, while enclosure is the point toward which roads, streets, and the likes are graphically separated through walls, trees, buildings, and other straight up or upright features. Human scale is related to size, texture, and spatial design, as well as the vocalization of physical features that correspond and equal the proportions, parts, and size of human scale, and likewise significant, relate to the rate that human's pace, stroll, and run. Transparency refers to the point at which individuals can comprehend, view, or observe and observe those things that fall outside or further than the border and brink of a road or mainly human action and other space. Tidiness simply means the processes and management of an area that ensure that the public and community members and associates feel responsible and accountable for their members' property and community; Complexity, termed graphical quality and productivity of the market place. An enclosure is a fence in the form of walls around the market place or has the features and landscape of an enclosed area. Focal Point serve as a meeting point such as school, churches and mosques or hall for meeting. Deflection, this is an option of eccentricity open ability in diverse directions, especially the road. Urbanity: This is the location of the market place that makes the atmosphere urban or feel urban (centralized). Proportion denotes the size, organization, and function of brink features of the street in terms of trees, buildings, fences, among others, in a portion of the street. Upright edges on a fitted street generate a durable sense of proportion; weak proportion is connected with additional open spaces that are less well-defined. Publicity shows the level of conspicuousness, exposure to customers, and good public relations. Immediacy, this is a character that makes you feel close (familiarity) with you.

For the source of data, primary data were used. These were obtained through a questionnaire, which was administered to the respondents. Information solicited from respondents include the socio-economic attributes of the respondents (to include age, income, educational status among others), factors responsible for the choice and patronage of the market place/center, perception about the physical characteristics, social characteristics, and design characteristics, and the available facilities in the markets and their conditions, among others. Questionnaires were administered to the respondents, which comprised buyers and sellers (Shoppers that is willing to answer the questionnaire and who can stop and Shop owners not shop attendants and the market administrators). The sampling frame includes all shoppers/shop owners in the stalls in each Alesinloye market places.

Both random and systematic sampling were employed in this study. From 2,000 shops (2000) shops in the study areas, four hundred and eighty (480) shops were selected, signifying 24% that were appraised using a systematic random sampling technique. Shops were selected randomly in the market. The shop owners in the markets were sampled on a shop/stall basis using systematic random sampling. The first shop owner in a row was selected randomly, and subsequent owners at every 10th shop were surveyed. To sample the buyers/shoppers, an accidental sampling technique was adopted because most of the shoppers were not stable; they moved from one place to another to get their goods. Meanwhile, for shop owners, the researcher found it easier to administer the questionnaire to them due to their stationability. From a reconnaissance survey carried out on the population of shoppers that patronized the Alasinloye market per day, averages of 15,000 and 6500 shoppers (15600) were recorded. Categorical data (margin of error=0.05) was adopted, $\alpha=0.05$, $t=2.58$ Subject to the population record of shoppers per day, seven hundred and eighty (780) of shoppers were selected as the sample size representing 5% from the sample frame. The sample size was selected in line with the Bartlett et al., (2001) regulation. Both inferential techniques and descriptive statistics of data analysis were employed such as percentages, frequency, and ANOVA and regression analysis. The questionnaire is made up of open-ended and closed-ended questions on the subject matter, which were administered to both shop owners and shoppers. Such data included the socioeconomic characteristics of shop owners and shoppers; cultural characteristics; available and non-available infrastructure, among others.

5. Research Findings

5.1 Perceptions of Market Physical Characteristics by Shoppers of Alesinloye Market

The results of the study, as presented in Table 2, showed that the PCI values of the general recreational facilities, general primary and secondary school conditions, general health facility conditions, water system conditions, and street lighting levels all fell significantly short of the average PCI of 4.12. These were considered among the key elements influencing market quality and necessitate significant adjustment to advance market quality. According to the findings,

the research area needed social services, basic facilities, and infrastructure necessary for a fair standard of living. As a result, to provide an appropriate and favorable market, policymakers and market developers must inevitably recognize the importance and critical role of market services and social infrastructure.

Table 2. Physical characteristic indices of Alesinloye market as perceived by shoppers and shop owners.

S/N	Identified variables	Level of shoppers' perception		Identified variables	Level of shop owner perception	
		TWV _(b)	TWV/n=PCI _(Y)		TWV _(b)	TWV/n=PCI _(Y)
1	Safety features in the shop	3200	4.10	How well-defined is an individual shop unit.	2320	4.83
2	Ventilation in the shop	3140	4.03	Market layout (the design in connection to everyday living)	2320	4.83
3	Quality of the building's setback	3130	4.01	Parking space/parking lots	2300	4.79
4	Building ratio to green areas	3120	4.00	Quality of materials used for walls, ceilings, and roofs	2300	4.79
5	Size of spaces in the shop	3120	4.00	Access control in the market	2280	4.75
6	Functionality of spaces in stalls	3120	4.00	Quality of shops in the Market	2280	4.75
7	General cleanliness of the environment	3100	3.97	Design of the building	2260	4.71
8	How well-defined is an individual shop unit.	3080	3.95	Building ratio to green areas	2220	4.63
9	Market layout (the design in connection to everyday living).	3080	3.95	Quality of the streets design	2220	4.63
10	Quality of shops in the Market	3030	3.89	General cleanliness of the environment	2160	4.50
11	Color quality of paint in the market	3000	3.85	Emergency/escape route	2160	4.50
12	Design of the building	3000	3.85	Size of spaces in your shop	2140	4.49
13	Impressions of the overall design of Market	2970	3.81	Pollution level (noise and air)	2140	4.46
14	Access control in the market	2880	3.69	Color quality of paint in the market	2120	4.42
15	Overall market environment	2830	3.63	Level of lighting on the streets	2120	4.42
16	Esthetic appearance of the Market	2770	3.55	Overall market environment	2080	4.33
17	Emergency/escape route	2650	3.40	Natural surveillance	2080	4.33
18	Natural surveillance	2630	3.37	Safety features in the shop	2080	4.33
19	Pollution level (noise and air)	2630	3.37	Esthetic appearance of the Market	2080	4.33
20	Safety measures in the market	2600	3.33	Ventilation in the shop	2060	4.29
21	Parking space/parking lots	2580	3.31	Safety measures in the market	1940	4.04
22	Quality of materials used for walls, ceilings, and roofs	2430	3.12	Quality of the building's setback	1940	4.04
23	Quality of the streets design	2400	3.08	Impressions of the overall design of Market	1940	4.04
24	Quality of the drainage system	2070	2.65	Functionality of spaces in the market	1920	4.00
25	Waste disposal	2040	2.62	General state of health facilities	1900	3.96
26	Overall condition of the recreational facilities	2040	2.62	Water system	1880	3.92
27	Overall condition of primary schools	2030	2.60	Waste disposal	1820	3.79
28	Overall condition of secondary education	2030	2.60	Quality of the drainage system	1440	3.0
29	Overall condition of the medical facilities	1990	2.55	General state of primary schools	1440	3.00
30	Water system	1950	2.50	General state of secondary schools	1440	3.00
31	Level of lighting on the streets	1930	2.47	General state of recreational facilities	1240	2.58
			105.87/31			130.48/31
	Average		3.42			4.21

5.2 Shop Owners' Perception of the Physical Characteristics of the Alesinloye Market

The study also showed, as presented in Table 2, that the overall condition of primary, secondary, and recreational facilities, as well as the drainage system's quality, had PCI values significantly below the average PCI of 4.21, which was thought to be a major factor influencing market quality and necessitating significant improvement for market quality development. The above result demonstrates that a large number of respondents required market changes in these areas, some of which were not initially offered in their location. However, it is also possible that some of these physical market qualities were offered, but the amenities were insufficient because of the increasing status changes of business owners and family needs. The research area's market quality may suffer significantly because of this.

5.3 Shoppers' Perceptions of the General Social Characteristics of the Alesinloye Market

This result, as presented in Table 3, suggests that the customers who buy in this market have positive social traits. Similarly, when the market's Social Characteristics Index (SCI) was calculated, the SCI for nine (9) out of seventeen (17) variables was higher than the average SCI (3.66). This demonstrates that consumers have a favorable opinion of the general social features of the market. Even though this score is low compared to other markets, these factors play a

significant role in determining market quality when consumers' opinions on social aspects are considered. Table 3 illustrates how these factors are also significant factors influencing consumer spending and market quality.

Table 3. Shoppers' and shop owners' perception of overall market social characteristic indices in the Alesinloye market.

S/N	Identified variables	Level of shopper perception		Identified variables	Level of shop owners' perceptions	
		TWV ^(b)	TWV/n=SCI ^(Y)		TWV ^(b)	TWV/n=SCI ^(Y)
1	Sense of identification in the market	3140	4.03	Level of exposure of the shop to the customer	2320	4.83
2	Strength of the social control forces	3130	4.01	Level of safety	2300	4.79
3	Social-interactive level	3120	4.00	Class status characteristics of the study population	2280	4.75
4	Level of safety	3100	3.97	Quality of social institutions such as schools, mosques, and churches.	2260	4.71
5	Level of exposure of the shop to the customer	3080	3.95	Market lifestyle	2220	4.63
6	networks of friends and family in the market	3030	3.89	Quality of landmark features in the market.	2160	4.50
7	Level of market associations	3000	3.85	Sense of identification with the market	2160	4.50
8	Market Activities	2970	3.81	Quality of management	2140	4.49
9	Characteristics of people according to class	2880	3.69	Existence and quality of local services	1880	3.92
10	The availability and quality of regional services	2830	3.63	Historical significance.	1440	3.0
11	Quality of management	2770	3.55	Quality of focal points and recreation facilities	1440	3.00
12	The standard of social institutions, including schools, mosques, and churches.	2650	3.40	Cultural features and heritage quality.	1240	2.58
13	Heritage and cultural features quality.	2630	3.37	Strength of the social control forces	1090	2.27
14	Historical significance.	2630	3.37	Market Activities	1030	2.15
15	Quality of landmark features in the market.	2600	3.33	Social-interactive level	1030	2.15
16	Quality of focal points and recreation facilities	2580	3.31	Friend and family networks in the market	1010	2.10
17	Market lifestyle	2430	3.12	Level of market associations	910	1.90
			62.28/17			60.27/17
	Average		3.66	Average		3.55

5.4 Perception of Market Social Characteristics by Shop Owners in Alesinloye

Table 3 shows shop owners' perceptions of overall market social characteristics in Alesinloye. The market has a good SCI of 3.55. The implication is that with a mean deviation of 3.55, store owners have good social qualities. In a similar vein, nine (9) of the seventeen (17) variables in the market's Social Characteristics Index (SCI) computation had SCI values above the mean 3.55, indicating that shop owners' Perception of overall market social characteristics is on the positive side. Despite the low index in comparison, these social factors are central and dominant in deciding market quality, as demonstrated in Table 3.

5.5 Summary of Shoppers' and Shop Owners' Perceptions of Market Social Characteristics in Alesinloye Market

Table 4 summarizes Shoppers' and Shops' Owners' Perceptions of the market social characteristics in Alesinloye Market. It shows that shoppers appear to have the greatest perception of the social characteristics index (3.66 SCI), closely followed by store owners (3.55 SCI), which is reflected in the rather well-exhibited social profile. The research area had a good degree of perception of social features, as indicated by the aggregate average of 3.61 SCI.

The implication of this result is that the study's area market management and architectural design must take into account a number of fundamental social characteristics, including the caliber of the market's activities, the degree of social interaction and market associations, the quality of the study area's heritage and cultural features, the strength of social control forces, and the caliber of its focal point and recreation facilities. Furthermore, sufficient attention should be paid to the provision of support services and facilities.

Table 4. Summary of Shoppers' and Shop Owners' Perception of the Market Social Characteristics Indices (SCI) in Alesinloye Market.

Indicator	Social Characteristics Indices (SCI)		Average
	Shoppers	Shop owner	
Perception of Social Characteristics	3.66	3.55	3.61

5.6 Design Characteristics of the Alesinloye Market

The outcome, as presented in Table, demonstrates the professional opinion regarding the assessment of design attributes in the Alesinloye market. According to the study, nine of the 13 factors that were found to have a DCI greater than the average of 3.16 were regarded as significant characteristics that were well-designed and had a favorable impact on market quality.

The implication of this is that the experts agreed that these significant design elements enhance patronage. These have favorable design elements, which increase the likelihood of an exceptional quality of life in the marketplace. These design elements influence market quality positively. In comparison, the following four design features have DCI values less than 3.16: Scale with 3.0 DCI. The study found that, out of all the characteristics, the most important ones that require updating and improvement are Permeability (2.9 DCI), Grain (2.6 DCI), and Density (2.5 DCI). These characteristics were all significantly below the average DCI of 3.16 and were not thought to be design features influencing market quality.

Table 5. Expert perception of market design characteristic indices in the Alesinloye Market.

S/N	Some identified variables on perception of design characteristics by experts	Experts opinion					N	TWV _(b)	TWV/n=DCI _(Y)
		5	4	3	2	1			
1	Legibility	2	3	3	1	1	10	35	3.5
2	Territoriality	2	3	3	1	1	10	34	3.4
3	Connectivity	2	3	3	1	1	10	34	3.4
4	Enclosure	3	2	2	2	1	10	34	3.4
5	Consistency	3	2	3	1	1	10	34	3.4
6	Surveillance	2	3	2	2	1	10	33	3.3
7	Variability	2	3	2	2	1	10	33	3.3
8	Tidiness	2	3	2	1	2	10	32	3.2
9	Image/milieu	2	3	2	2	1	10	32	3.2
10	Scale	2	2	2	2	2	10	30	3.0
11	Permeability	2	1	3	2	2	10	29	2.9
12	Grain	1	2	2	2	3	10	26	2.6
13	Density	1	1	3	2	3	10	25	2.5
	Average								41.1/13
	Mean deviation								3.16

TWV: Total Weight Value
DCI: Design Characteristics Index

As shown in Table 6, the market quality index (MQI) of Alesinloye market is 3.44, obtained from the users and expert opinion of the market, which is adequate but not an excellent outcome.

Table 6. Summary of the Market Quality Indices (NCI) in the study area.

Indicator	Shoppers	Shops owners'
Physical Characteristics Indices (PCI)	3.42	4.21
Social Characteristics Indices (SCI)	3.66	3.55
Total	7.08	7.76
Average	3.54	3.88
Average of Shoppers and Shop Owners' Indices	3.71	
Design Characteristics Index (DCI)	3.16	
Market Quality Index (MQI)	3.44	

5.7 Relationships between Shopper and Shop Owners' Socio-Economic Characteristics and Market Quality in the Alesinloye Market

Table 7 shows the regression analysis of the connection between variables of shoppers and shop owners' socio-economic characteristics and market quality in the Alesinloye market. The results showed F-value of 1.082E4 and *p*-value of 0.000, which is significant at the 0.05 level. It was observed that the connection between shoppers' and shop owners' socioeconomic characteristics and market quality is significant. This suggests that the dependent and independent variables have a substantial relationship. Variables with *p*-values that were significant at 0.05 levels comprised: gender, age, occupation, level of education, household size, average monthly income, and years of patronage/possession and ethnicity with *p*-values of 0.032, 0.003, 0.004, 0.001, 0.002, 0.002, 0.004, and 0.000, respectively.

Table 7. Multiple regression analysis showing the relationship between respondent’s socio-economic variables and market quality in Alesinloye market.

A				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error in the Estimate
1	0.831 ^a	0.776	0.786	0.00332

a. Predictors: (Constant), age, gender, occupation, marital status, average monthly income level, level of education, household position, household size, years of patronage/possession, number of hours spent in the market, ethnicity, religion, nativity,

B						
ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.548	13	0.119	1.08E+04	0.000 ^a
	Residual	0.000	11	0.000		
	Total	1.548	24			

a. Predictors: (Constant), gender, age, marital status, level of education, occupation, household size, household position, average monthly income level, years of patronage/possession, number of hours spent in the market, ethnicity, religion, nativity
b. Dependent Variable: Market Quality

C						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.651	0.175		3.725	0.003
	Gender	-0.105	0.043	-0.165	-2.448	0.032
	Age	0.165	0.043	0.217	3.863	0.003
	Marital status	0.009	0.006	0.017	1.504	0.161
	Level of education	0.252	0.069	0.361	3.663	0.004
	Occupation	0.177	0.041	0.235	4.344	0.001
	Household size	-0.303	0.074	-0.257	-4.083	0.002
	Household Position	0.047	0.024	0.07	1.954	0.077
	Average Monthly Income level	0.205	0.052	0.211	3.899	0.002
	Years of Patronage or Possession	0.232	0.064	0.172	3.63	0.004
	Number of hours spent in the market	-0.115	0.064	-0.184	-1.795	0.100
	Ethnicity	0.215	0.038	0.34	5.669	0.000
	Religion	0.093	0.066	0.085	1.409	0.186
Nativity	-0.084	0.078	-0.113	-1.078	0.304	

a. Dependent Variable: Market Quality
p-values significant at 0.05 levels

Table 8 shows the estimated Pearson’s correlation coefficient (r). The computed Pearson’s correlation coefficient (r) of the 13 (13) selected significant social economic characteristics variables in the Alesinloye market. The study indicated that Market quality has a negative and significant correlation of 0.603 with variable Gender (A). It has positive and significant correlations with Age (B), Marital status (C), Level of education (D), Occupation (E), Household size (F), Average monthly income level (H), Years of Patronage/Possession (J), Religion (L), and nativity (M) with coefficients of 0.937, 0.920, 0.954, 0.938, 0.420, 0.997, 0.842, 0.682, and 0.942, respectively. The correlation was significant at the 0.01 and 0.05 levels. Furthermore, the study revealed that market quality has positive and no significant correlations with residents’ household position (G), number of hours spent in the house (I), and ethnicity (K), with coefficients of 0.261, 0.395, and 0.384, respectively.

Table 8. Relationship between respondents' socioeconomic characteristics and market quality using person's correlation coefficient (r) in Alesinloye Market.

S/No	Variables	A	B	C	D	E	F	G	H	I	J	K	L	M	N
		(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii)	(viii)	(ix)	(x)	(xi)	(xii)	(xiii)	(xiv)
(i)	Gender (A)	1													
(ii)	Age (B)	-0.713**	1												
(iii)	Marital status (C)	-0.475*	0.782**	1											
(iv)	Level of education (D)	-0.468*	0.817**	0.963**	1										
(v)	Occupation (E)	-0.728**	0.992**	0.793**	0.826**	1									
(vi)	Household size (F)	-0.128	0.382	0.244	0.242	0.363	1								
(vii)	Residents' household position (G)	0.14	0.411*	0.178	0.221	0.397*	-0.068	1							
(viii)	Average monthly income level (H)	-0.602**	0.939**	0.912**	0.943**	0.939**	0.446*	0.261	1						
(ix)	Number of hours spent in the house (I)	0.319	0.365	0.283	0.318	0.334	0.666**	0.576**	0.411*	1					
(x)	Years of Patronage/Possession (J)	-0.413*	0.690**	0.920**	0.955**	0.705**	-0.043	0.201	0.823**	0.119	1				
(xi)	Ethnicity (K)	-0.122	0.156	0.372	0.366	0.15	0.736**	-0.576**	0.392	0.253	0.204	1			
(xii)	Religion (L)	-0.277	0.660**	0.731**	0.774**	0.670**	-0.281	0.622**	0.663**	0.188	0.856**	-0.288	1		
(xiii)	Nativity (M)	-0.730**	0.997**	0.793**	0.826**	0.997**	0.373	0.389	0.943**	0.341	0.702**	0.163	0.662**	1	
(xiv)	Market quality (N)	-0.603**	0.937**	0.920**	0.954**	0.938**	0.420*	0.261	0.997**	0.395	0.842**	0.384	0.682**	0.942**	1

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

5.8 Multiple Regression Analysis Showing the Relationship between Socio-Economic, Design, and Physical Factors in Addition to Social Characteristics and Market Quality

Table 9 is the Multiple Regression Analysis result of the connection between variables of users' socio-economic, design, physical, social characteristics, and market quality in Alesinloye Market. The result shows an F value of 5.232E3 and a *p* value of 0.000. It was experiential that the relationship between users' socio-economic characteristics, design characteristics, physical characteristics, social characteristics, and market quality is significant. Analysis of Multiple Regression demonstrating the connections among socioeconomic traits, physical and design traits, social characteristic factors, and market quality. It can be noted that 75.3% of variation in market quality might be recognized to a magnitude change in socio-economic characteristics, design characteristics, physical characteristics and social characteristics. In other words, 75.3% of the unpredictability in the observed users' socio-economic characteristics, design characteristics, physical characteristics, and social characteristics of the market was explained by market place quality in the study area. To determine the weight of each of the components and factors of socioeconomic characteristics, design characteristics, physical characteristics, and social characteristics, reference was made to their regression coefficients via the Standard Beta Coefficients. where the constant "a" would disappear (Ronald et al, 1983) and the regression equation is of the form

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4$$

Becomes

$$Y (\text{Market Quality}) = -0.161x_1 + 0.211x_2 + 0.013x_3 + 0.358x_4$$

The regression coefficients factors one to 4, as obtained from Table 9, are 0.211, 0.233, 0.209, and 0.332, respectively. There *p*-values were less than 0.05, and these were strong and important predictors of market quality with *p*-values of 0.031, 0.017, 0.031, and 0.009, respectively, signifying that there was a statistically noteworthy relationship between Market quality and these factors in Alesinloye Market. Furthermore, the result of regression coefficient also indicates that for a unit variation in socio-economic characteristics of users, market quality will be altered and change with a unit of 0.211. Then, regarding unit change in design characteristics and physical characteristics, social characteristics, market quality will be altered and change with a unit of 0.233, 0.209, and 0.332, respectively, in the study area.

The results of the study revealed that variation in market quality across the study area could be described based on users' socioeconomic characteristics, market design characteristics, physical characteristics, and social characteristics. These factors are statistically significant and accounted for market quality in the study areas. However, this analysis suggests that Alesinloye Market quality can be described on the basis of users' socioeconomic characteristics, design characteristics of the market, physical characteristics, and social characteristics of the market. These identified factors may have accounted for market quality in the study areas.

Table 9. Regression analysis showing the relationship between socio-economic features, design features, physical features, social features and market quality in the study area.

A				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error in the Estimate
1	0.831 ^a	0.753	0.746	0.00427

^a Predictors: (Constant), Socioeconomic Characteristics, Design Characteristics, Physical Characteristics, and Social Characteristics

B						
ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.238	13	0.095	5.23E+03	0.000 ^a
	Residual	0.000	6	0.000		
	Total	1.238	19			

^a Predictors: (Constant), Socioeconomic Characteristics, Design Characteristics, Physical Characteristics, and Social Characteristics
^b Dependent Variable: Market Quality

C						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	0.621	0.23		2.698	0.036
	Socio-Economic Characteristics	0.161	0.058	0.211	2.805	0.031
	Design Characteristics	0.175	0.054	0.233	3.264	0.017
	Physical Characteristics	0.201	0.072	0.209	2.793	0.031
	Social Characteristic	0.21	0.055	0.332	3.819	0.009

^a Dependent Variable: Market Quality
p-values significant at 0.05 levels

The pictorial views of happenings and features are illustrated in the figures below. Figure 7 shows one of the entrance gates to the market place, Figure 8 shows shops that are in line with a tiered road, Figure 9 shows one of the story buildings in the market, Figure 10 shows cars in front of shops and billboards across the road, Figure 11 shows a typical street view of the market, and Figure 12 shows a typical image of the market area. Figure 13 show the images of the derelict road network and dilapidated drainages, while Figure 14 shows the images of the dilapidated road network. Figure 15 shows an image of the entrance gate to a plastics store in the market. Figure 16 shows a sample of a water storage tank facility in the market, while Figure 17 shows a mosque for worship and social interaction. Figure 18 shows a school building for children; likewise, Figure 19 illustrates a parking and abandoned road, while Figure 20 shows car parking along the road in the market



Figure 7. Entrance Gate to the Market Place



Figure 8. Shops in Line with Tiered Road



Figure 9. One of the Story Buildings in the Market.



Figure 10. Cars in Front of Shops and Billboard across the Road



Figure 11. Typical Street View of the Market



Figure 12. Typical Image of the Market



Figure 13. Image of the Derelict Road Network and dilapidated Drainages



Figure 14. Image of the Derelict Road Network



Figure 15. Image of an entrance gate to a plastics store



Figure 16. Water storage tank



Figure 17. A mosque worship and social network



Figure 18. A School Building for Young Pupils in the Market



Figure 19. A View of the Parking and Derelict Road



Figure 20. Car Parking Along the Road in the Market

6. Discussion of the Findings and Recommendations

The results corroborate and strengthen [2], which found that market quality hinges on the socioeconomic features of shoppers and shop owners. Thus, Shoppers and Shop Owners' age, income level, ownership types, degree of education, and occupation, among others, had a significant impact on the quality of the Aleshinloye market. This study also endorses an earlier study by [98] that assessed market quality using the Market Quality Index (MQI), which is based on physical characteristics such as type of sanitation, building orientation, building age, source and distance to drinking water, amenities, accessibility of location (health centers, public transportation, schools and markets), and structural quality (such as roofing material and type of wall). This study showed that these factors also influence shoppers' and shop owners' perceptions of market quality in the Aleshinloye market. Upgrading these facilities in the Aleshinloye market will have positive impacts on Market quality.

Furthermore, as supported by Reference [9,10], social and physical characteristics of the market, including socioeconomic characteristics of shoppers and shop owners, were significant factors influencing and affecting market quality in Nigeria. This present research is also agreed with previous study of [98], which pointed out that socio-economic factors like employment level, gender, age, level of education, and occupant, among others, were factors influencing patronage and quality in the market. In addition, physical and environmental features of the market, such as the degree of pollution, social contact, the composition of the space, the quality of the infrastructure and amenities, and the accessibility of recreational places, were all crucial components of the qualitative physical market. This study is consistent with earlier study by Reference [99] that observed that building age, frequency and method of refuse collection, and toilet quality were resilient predictors of market quality.

Additionally, the findings support and complement earlier research by Reference [46,100], which suggested that the quality and standard of market amenities is improved by spatial adequacy, market facility accessibility, and infrastructure quality. Furthermore, important elements affecting market quality include fixtures and fittings, building design, landscaping, building quality, noise and pollution control, privacy and safety, and landscaping and layout. The results of previous research by Reference [101-104] that showed the significance of excellent design in the development of market areas are consistent with and supported by the findings of this study. The design characteristics were territoriality, scale, enclosure, tidiness, image, and walking distances, among others. There is a need to consider these factors for market design and development.

7. Conclusions

This study examined the factors influencing market place quality in Alasinloye market using shoppers' and shop owners' experiences and perceptions to determine the factors influencing market quality and shoppers' patronage. From the shoppers' and shop owners' perceptions, the study concluded that there is a strong relationship between user socioeconomic characteristics, such as gender, age, level of education, occupation, household size, average monthly income level, and years of patronage/possession, ethnicity, and market quality. In addition, the study confirmed that physical features such as safety features in the shop, ventilation in the shop, quality of buildings setback, building ratio to green areas, size of spaces in the shop, functionality of spaces in the stalls, general cleanliness of the environment, how well defined individual shop unit, layout of the market (the design in respect to day-to-day living), quality of shops in the market, color quality of paint in market, design of building, impressions of overall design of market, access control in market, overall market environment, esthetic appearance of the market, emergency/escape route, natural surveillance, pollution level (noise and air), safety measures in market, parking space/parking lots, quality of materials used for wall, ceilings and roof, quality of streets design, quality of drainage system, waste disposal, general state of recreational facilities, general state of primary schools, secondary schools, health facilities and water system have strong relationship with market quality and shopper patronage.

Furthermore, the study also concluded that the social characteristics in the market include: level of exposure of shop to the customer, level of safety, class status characteristics of the population, quality of social institutions which includes; schools, mosques and churches etc. market life style, quality of landmarks features in the market, sense of identification with the market, quality of management, the existence and quality of local services, historical significance, quality of focal point and recreation facilities, heritage and cultural features quality. Other characteristics include the strength of social control forces, market activities, social-interactive level, friend and family networks in the market, level of market associations, and the level of lighting on the streets, which have a strong relationship with market quality and shopper patronage. The expert assessment of design features attributed that market quality and patronage are influenced by the following design features: legibility, territoriality, connectivity, enclosure, consistency, surveillance, variability, tidiness, image/milieu, scale, permeability, grain, and density. These have a strong relationship with market quality and shopper patronage. Finally, from the study, the waste generated in the market contributes immensely to environmental degradation. There is increased demand for traffic flow for both pedestrians and vehicles during market days due to the flood of people without a structured traffic management system. Less focus has been paid to clean and safe environments, which is a significant obstacle to maintaining a clean and sustainable market environment.

Author Contributions

Olusola Oladapo Makinde carried out literature review, conceptualization, methodology, and supervision. Olubukunmi Temitope Makinde performed the software, compiled the data, data analysis and interpretation. Dorcas Oluwaseyi Adeoye: contributed in area of visualization, formal analysis, investigation and original draft preparation. Abiodun Odunlade Adejumo carried out experimental design, writing manuscript review and editing. All authors have read and agree to the published version of the manuscript.

Conflicts of Interest

The authors declare no conflict of interest.

Acknowledgments

Special thanks for Professor Adesoji David Jiboye of the department Architecture Obafemi Awolowo University, Ile Ife Osun State for valuable advices.

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