Branding: the key word for shopping areas?

A research on the effectiveness of branding shopping areas.

D. (Dharminder) Harangi

‘BRANDING’: THE KEY WORD FOR SHOPPING AREAS?

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PREFACE

This masters' thesis is carried out in the graduation lab Leisure & Retail at the Real estate and housing department, Faculty of Architecture at the Technical University of Delft.

The initial ideas of this research came up during a presentation of a list of graduation topics. This gave me an opportunity to study an underexposed topic in the exploitation phase of shopping areas, branding of shopping areas. Branding of shopping area is an underexposed element of the exploitation phase in the Netherlands, while creating distinctiveness becomes more important. This research recognizes the importance of this field of action and therefore it became the topic of this master thesis.

The primary objective of this research was to assess the application of branding concerning shopping areas and in particular regarding the efficiency. The case studies consist of four branded shopping areas on different scale levels.

Through this research I have learned the scientific way of researching and it has proven to be one of the most intense learning experiences for me.

There are many people without whom this master thesis would not have been possible. First of all, I would like to thank Dion Kooijman, for providing constructive criticism and proper guidance during the entire graduation process. Secondly, I would like to thank Herman Rosenboom, for providing as well constructive criticism and proper guidance during the entire graduation process.

Additionally, I would like to thank all the organizations for their cooperation during this master thesis.

And last but not least, I would like to thank all the participants of the survey, without whom, the completion of this thesis would not have been possible.

Dharminder Harangi

The Hague, April 2011

DUTCH SUMMARY

ACHTERGROND

Verscheidene schrijvers beschrijven het toenemende belang van 'branding' van winkelgebieden. De groeiende concurrentie tussen winkelgebieden heeft het belang van 'branding' van winkelgebieden sterk doen toenemen (NRW 2010; Jones Lang Lasalle 2009; et. Dennis al. 2002.).

De concurrentie is toegenomen, gezien het feit dat het winkelaanbod tevens sterk is toegenomen de afgelopen jaren, waardoor de consumenten beschikken over een breder aantal opties waar ze kunnen winkelen dan voorheen. Aan de ene kant, hebben consumenten hedendaags meer opties waar zij kunnen winkelen en aan de andere kant zijn de consumenten tegenwoordig ook mobieler dan voorheen. Alle ontwikkelingen binnen de retailmarkt resulteren uiteindelijk erin dat de loyaliteit van de consument aan winkelgebieden onder druk is komen te staan.

Bezoekers bepalen overwegend het succes van winkelgebieden, echter de strijd om deze bezoekers aan te trekken wordt groter en de winkelgebieden zullen meer moeite moeten doen om hun positie te behouden. Om opgewassen te zijn tegen de toenemende concurrentie is het 'onderscheidend vermogen' van winkelgebieden noodzakelijk (NRW 2010:36; Jones Lang Lasalle 2009:23). De 'branding' en marketing van een dergelijk winkelgebied is, ter ondersteuning van het onderscheidend vermogen, dan ook essentieel: 'winkelgebieden worden merken'.

Volgens Jones Lang Lasalle is 'branding' niet meer een luxe, maar meer een voorwaarde voor Nederlandse winkelgebieden. Daarnaast geeft deze organisatie aan dat 'branding' de komende jaren het sleutelwoord wordt voor winkelgebieden zal worden die zich goed in de markt willen positioneren en gegarandeerd willen zijn van succes (Jones Lang LaSalle 2009:18). Vanuit deze achtergrond is dan ook de hoofdvraag van dit afstudeeronderzoek ontstaan:

Is 'branding' het sleutelwoord voor winkelgebieden die zich goed in de markt willen positioneren en gegarandeerd willen zijn van succes?

'BRANDING' VAN WINKELGEBIEDEN

'Branding' is in dit onderzoek gedefinieerd als de inspanning om het winkelgebied als merk te positioneren in alle communicatie naar de consumenten toe. De communicatie belicht voornamelijk de basiskwaliteiten en andere onderscheidende kwaliteiten van het winkelgebied.

Het primaire doel van 'branding' van winkelgebieden is het aanbieden van een groot en gedifferentieerde aanwezigheid in de retailmarkt, welke de consumenten uit de directe omgeving trekt (Jones Lang Lasalle 2009:23) en trouwe consumenten behoudt ('the brand loyalty'). Onder 'brand loyalty' wordt de mate waarin de consument steeds hetzelfde winkelgebied bezoekt en dus in hoeverre de consument een bepaald winkelgebied 'trouw' is verstaan. Trouwe consumenten brengen geen bezoek aan andere winkelgebieden. Er is sprake van 'brand loyality' wanneer de consument ervaart dat het winkelgebied aan de eisen van de consument voldoet, dat het winkelaanbod tevens hetgeen biedt waarnaar de consument op zoek is en indien het winkelgebied in staat is om de consument te binden. 'Brand loyality' wordt gemeten door middel van methoden zoals binding en tevredenheid van de consument.

THEORETISCH KADER

CONSUMENTENTRENDS

De huidige retail markt en de 'branding' winkelgebieden worden geconfronteerd met de volgende meest zichtbare algemene consumententrends en -ontwikkelingen:

1. Bezoekmotief versus het verwachtingspatroon

De verwachtingen van een winkelgebied wordt ingegeven door het bezoekdoel van de consument (BRO 2007:33). Deze worden in drie categorieën onderscheiden:

- Boodschappen doen ('run shoppen'). De verwachtingen hierbij zijn efficiëntie, noodzaak, keuze en voldoende parkeergelegenheid;
- Doelgericht winkelen ('goal shoppen'). De verwachtingen hierbij zijn efficiëntie, groot winkelaanbod (keuzes) en 'one-stop-shopping';
- Recreatief winkelen ('fun shoppen'). De verwachtingen hierbij zijn kijken en vergelijken, comfort, sfeer, gezelligheid, ontspanning, verrassing en ervaring.

2. Winkelen is nog steeds een vrijetijdsbesteding, maar krijgt concurrentie

Winkelen wordt tegenwoordig nog steeds beschouwd als een vrijetijdsbesteding door Nederlandse consumenten, maar krijgt steeds meer concurrentie van andere vormen van recreatie (BRO 2007:33).

3. Mobiele consument verhoogt de concurrentie

Door een grotere mobiliteit van de consument krijgt deze een grotere referentiekader omtrent winkelgebieden, wat resulteert tot meer concurrentie tussen winkelgebieden (BRO 2008:7).

4. Consumenten willen genieten en ervaren

Consumenten willen genieten in winkelgebieden en de producten lijfelijk ervaren, zoals het lezen op de tafel in een boekhandel, het proeven van producten in gespecialiseerde winkels en het gebruiken maken van 'try & buy' in de sport winkels (BRO 2007:34).

5. Toenemend internetgebruik en internetaankoop

Steeds meer Nederlanders hebben beschikking tot het internet en gebruiken het steeds vaker. Aankoop van producten en/of diensten via het internet groeit explosief. Internet is een primaire bron van informatie, welke ook interessant voor retailers (HBD & BRO 2008:13).

RETAILTRENDS

De huidige retailmarkt wordt geconfronteerd met de volgende meest zichtbare retailtrends en -ontwikkelingen:

1. Schaalvergroting continueert

De detailhandel kenmerkt zich al decennia lang door schaalvergroting en deze trend blijft zich voortzetten. Het Nederlandse winkelaanbod steeg met 15 procent van 2003 tot 2010 door de toegenomen retail ketens, branchevervaging, integratie van functies en de voortdurende komst van internationale retailers (NRW 2010:16).

2. Voortzetting groei van winkelketens

Nederland is een land met veel winkels en deze ontwikkeling blijft zich voortzetten. Het winkelend publiek is aan de ene kant de begunstigd door deze erkenning en vertrouwen en aan de andere kant leidt deze groei van winkelketens tot een vermindering van het winkelaanbod. Schaalvergroting heeft in de hedendaagse samenleving juist als gevolg dat er schaalverkleining en specialisatie plaatsvindt (BRO 2007:33).

3. Branchevervaging en integratie van functies continueert

De detailhandel is traditioneel georganiseerd als branches met bedrijven die vergelijkbare producten verkopen. Het verschil tussen de branches en het bedrijfsleven vervaagt, want de winkels verkopen buiten hun producten binnen hen sector tevens producten buiten hun sector. Naast de branchevervaging, is deze trend ook gericht op de integratie van verschillende functies onder een dak, zoals de combinatie van retail, horeca en financiële dienstverlening (BRO 2007:34)

4. Internationalisering continueert

De laatste decennia is de Nederlandse retailmarkt beïnvloed door de komst van internationale retailers en deze trend zet zich voort. De internationale ketens hebben hun stempel gedrukt op het huidige straatbeeld . Vandaag de dag is het onmogelijk om winkelgebieden voor te stellen zonder retailers als bijvoorbeeld Mediamarkt, H & M en Zara (Jones Lang LaSalle 01-01-2010). Het succes van deze detailhandelaren heeft geleid tot een ingang van een grote hoeveelheid van andere internationale retailers in 2009. De komende jaren in Nederland blijft populair voor internationale retailers aangezien Nederland een interessante vestigingsplaats blijft (CBRE 2009:5)..

5. Investeringen in winkelgebieden

Om de aantrekkingskracht van winkelgebieden te behouden zijn investeringen noodzakelijk (BRO 2007:34). Er zijn diverse ontwikkeling zichtbaar op verschillende schaalniveaus van winkelgebieden (BRO 2009:74).

ATTRACTIE VAN WINKELGEBIEDEN

De aantrekkingskracht van een winkelgebied wordt bepaald door de volgende factoren die eveneens de 'branding' als bezoekmotief kunnen beïnvloeden.

De aantrekkingskracht van een winkelgebied wordt bepaald door de kwaliteiten van het winkelgebied , waardoor mensen (ondanks de afstand) kiezen voor een bepaald winkelgebied en niet voor een ander winkelgebied. Een viertal aantal kwaliteiten wordt vooral gezien vanaf het perspectief van de consument en bepaalt de aantrekkelijkheid van een winkelgebied:

- de locatiekwaliteit: zij wordt bepaald door de geografische ligging, bereikbaarheid en parkeervoorzieningen;
- de functionele kwaliteit: zij wordt bepaald door het winkelaanbod, evenementenaanbod en de aanwezigheid van verschillende functies;
- de fysieke kwaliteit: zij wordt bepaald door de sfeer & uitstraling en de routing.
- de commerciële kwaliteit: zij wordt bepaald door het imago, positie tien opzichte van de concurrenten en de marketing en promotie (Speetjens 1990).

Tabel
Attractiefactoren en -aspecten van winkelgebieden.

Attractiviteit van winkelgebieden			
Locatiekwaliteit	**Functionele kwaliteit**	**Fysieke kwaliteit**	**Commerciele kwaliteit**
Geographische positie Bereikbaarheid Parkeervoorzieningen	Winkelaanbod Evenementenaanbod Functie mix	Sfeer& uitstraling Routing	Imago Positie Marketing

METHODOLOGIE

SELECTIE CASES

In dit onderzoek zijn de volgende twee grote en twee kleine winkelgebieden geselecteerd, namelijk:

Case	Schaal	Geografische positie	Inwoners
Binnenstad van Den Haag	Grote winkelgebied	Grote stad	± 495.000
Stadshart Zoetermeer	Grote winkelgebied	Middelgrote Stad	± 122.000
Leidsenhage Leidschendam-Voorburg	Kleine winkelgebied	Randgemeente	± 72.000
In de bogaard Rijswijk	Kleine winkelgebied	Randgemeente	± 47.000

Deze winkelgebieden zijn geselecteerd gezien zij een 'branding' campagne toepassen, die gefocust is op het retail-aanbod, met als doel om consumenten uit de directie omgeving aan te trekken. Daarnaast bevinden deze winkelgebieden in een sterk concurrerend omgeving, namelijk de regio Haaglanden. De geselecteerde winkelgebieden verschillen van schaal, geografische positie en inwoners om een adequaat antwoord te kunnen formuleren gericht op de hoofdvraag.

ONDERZOEK EN INTERVIEWS

Om inzicht te krijgen of het bezoek van de consumenten wordt veroorzaakt door de 'branding' of door andere bepalende factoren is onderzocht met hulp van een enquête. Deze enquête is gehouden onder dertig bezoekers van elk van de geselecteerde winkelgebieden en uitgevoerd door middel van 'face-to-face' interviews, waarin de geïnterviewde op een 'directe' manier is benaderd. De respondenten zijn steekproefsgewijs geselecteerd en benaderd in elk van de bovengenoemde winkelgebieden.

Aangezien het doel van de enquête was om inzicht te verwerven in het (ruimtelijk) winkelgedrag van de consument en vooral 'branding' als bezoekmotief, was de vragenlijst verdeeld in vijf onderdelen, te weten:

- algemene en persoonlijke informatie van de consument;
- winkelgedrag (consumententrends):
- ruimtelijke winkelgedrag (aantrekkelijkheid):
- 'branding' van het winkelgebied:
- de investeringen in het winkelgebied (retailtrends).

KRUISTABELANALYSES

Om de effectiviteit van 'branding' van winkelgebieden aan te kunnen tonen en om te achterhalen welke andere factoren invloed hebben gehad op de 'branding' als bezoekmotief van de consument, zijn er kruistabelanalyses uitgevoerd met behulp van de verkregen data.

Om de effectiviteit van 'branding' te kunnen meten waren de volgende variabelen geselecteerd:

- 'Branding' als bezoekmotief: deze kruistabel toont de effectiviteit van 'branding' aan in het aantrekken van consumenten;
- Plaats van herkomst van de respondent; deze kruistabel toont de effectiviteit van 'branding' aan in het aantrekken van consumenten uit de directie omgeving;
- Binding: deze kruistabel toont de effectiviteit van 'branding' aan om de consument te 'binden' uit de directe omgeving en zich te onderscheiden van de concurrentie.

RESULTATEN

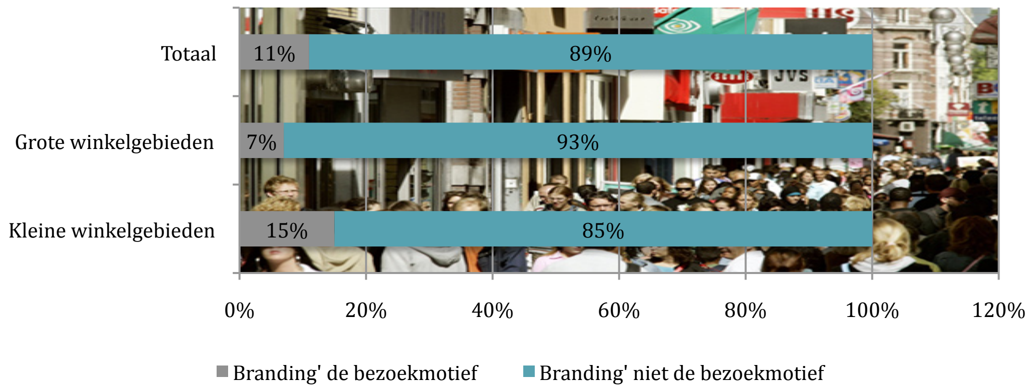
EFFECITVITEIT VAN 'BRANDING'

Effectiviteit in het aantrekken van consumenten

Over het geheel lijkt 'branding' slechts een klein deel van de totale respondenten aan te trekken (11 procent, n=13). Dit resultaat is ook terug te vinden als de schaalniveaus van de winkelgebieden in aanmerking worden gebracht: respectievelijk 15 en 7 procent van de kleine en grote winkelgebieden respondenten bezoekt met het winkelgebied vanwege de 'branding'. 'Branding' van de kleine winkelgebieden lijkt bovendien meer effectief te zijn, vergeleken met de 'branding' van de grote winkelgebieden, in het aantrekken van consumenten. Desondanks worden beide percentages beschouwd als laag en onvoldoende en dus lijkt 'branding' slechts beperkt effectief te zijn, voor zowel kleine als grote winkelgebieden, in het aantrekken consumenten.

Tabel

Effectiviteit van 'branding' in het aantrekken van consumenten.

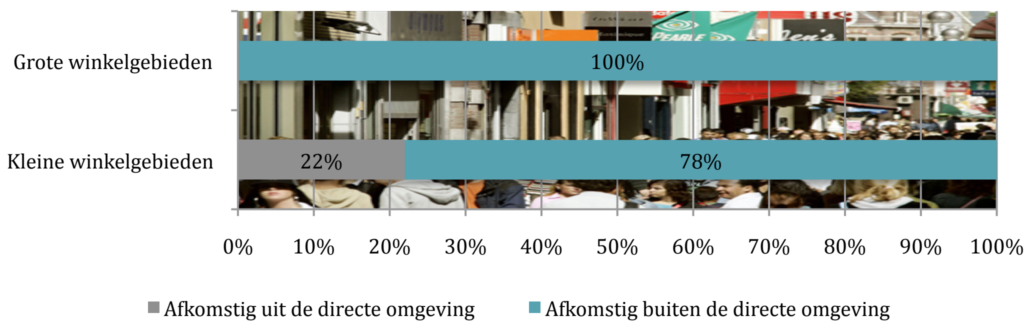


Effectiviteit in het aantrekken van consumenten uit de directe omgeving

Wanneer er een onderscheiding wordt gemaakt in de plaats van herkomst van de respondenten, dan blijkt 'branding' effectiever in het aantrekken van consumenten buiten de directe omgeving dan uit de directe omgeving. Slechts 22% van de respondenten in kleine winkelgebieden zijn afkomstig uit de directe omgeving in tegenstelling tot de 78% die afkomstig zijn buiten de directe omgeving. Alle respondenten van grote winkelgebieden die het winkelgebied bezoeken vanwege de 'branding' zijn niet afkomstig uit de directe omgeving. 'Branding' van winkelgebieden lijkt daarom beperkt effectief te zijn voor kleine winkelgebieden en niet effectief voor grote winkelgebieden in het aantrekken van consumenten uit de directe omgeving.

Tabel

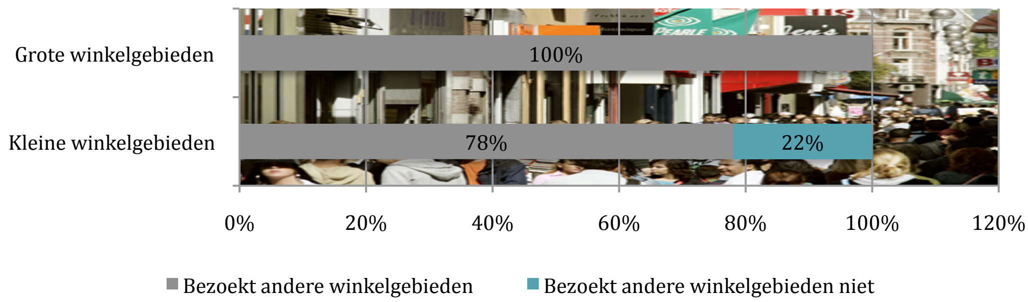
Effectiviteit van 'branding' in het aantrekken van consumenten uit de directe omgeving.



Effectiviteit in het binden van consumenten

De resultaten verkregen uit het veldonderzoek tonen aan dat slechts een klein deel van de respondenten, welke een 'gebrand' klein winkelgebied bezoekt, niet andere concurrerende winkelgebieden bezoekt (22%). Bij de grote winkelgebieden lijken alle respondenten andere concurrerende winkelgebieden te bezoeken. 'Branding' van winkelgebieden lijkt daarom beperkt effectief te zijn in het binden van consumenten en dus ook beperkt effectief te zijn in het onderscheiden van de concurrentie.

Tabel
Effectiviteit van 'branding' in het binden van consumenten.



Effectiviteit van 'branding' van winkelgebieden

Gebaseerd op de resultaten vanuit de interviews en de kruistabellenanalyses kan men concluderen dat de effectiviteit van 'branding' van zowel kleine- als grote winkelgebieden beschouwd kan worden als een beperkt effectief instrument.

CONCLUSIE

HYPOTHESES

Voor dit onderzoek waren de volgende twee hypothesen geformuleerd;

1. **'Branding' is het sleutelwoord voor kleine winkelgebieden die zich goed in de markt willen positioneren en gegarandeerd willen zijn van succes.**
2. **'Branding' is het sleutelwoord voor grote winkelgebieden die zich goed in de markt willen positioneren en gegarandeerd willen zijn van succes.**

Op basis van de resultaten van de interviews onder de bezoekers in de 'gebrande' winkelgebieden en kruistabellenanalyses kan men concluderen dat de effectiviteit van 'branding' van kleine en grote winkelgebieden kunnen worden beschouwd als een beperkt effectief instrument en dus niet als het sleutelwoord. Dit leidt ertoe dat de twee hypothesen zijn verworpen.

EINDCONCLUSIE

Aangezien de twee hypothesen van dit onderzoek verworpen zijn, luidt de eindconclusie van dit onderzoek luidt als volgt;

'Branding' kan niet worden beschouwd als het sleutelwoord voor zowel kleine- als grote winkelgebieden die zich goed in de markt willen positioneren en gegarandeerd willen zijn van succes.

DISCUSSIE

Gezien het feit dat de meerderheid van de respondenten aangaf het winkelgebied niet te bezoeken vanwege de ‘branding’ (89%) werd het duidelijk dat de komst van de respondenten beïnvloed was door andere bepalende factoren. Om te achterhalen welke factoren het bezoek van de respondent hadden beïnvloed waren de volgende variabelen geselecteerd:

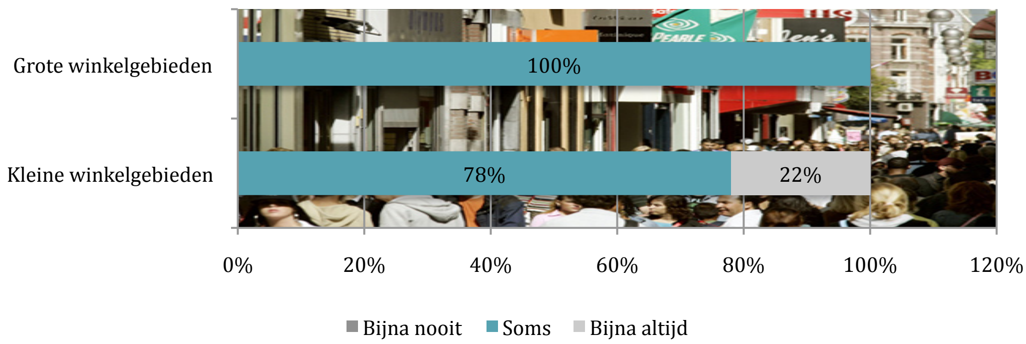
- herhaalbezoekfrequentie; deze kruistabel toont aan of het consumentengedrag met betrekking tot het herhaalbezoek de ‘branding’ als bezoekmotief beïnvloedt;
- attractiefactoren; deze kruistabel toont aan welke attractiefactoren de ‘branding’ als het bezoekmotief beïnvloeden;
- investeringen: deze kruistabel toont aan of de investeringen in de winkelgebieden de ‘branding’ als het bezoekmotief beïnvloeden.

INVLOED VAN DE CONSUMENTENTRENDS

Het veldwerk laat zien dat het bezoek van de respondenten van kleine winkelgebieden die ‘branding’ aangeven als hen bezoekmotief, lijkt te worden beïnvloed door het consumentengedrag ten aanzien van de herhaalbezoekfrequentie. Het bezoek van de respondenten van grote winkelgebieden lijkt niet te worden beïnvloed door het consumentengedrag ten aanzien van de bezoekfrequentie. Op basis van de resultaten van de kruistabellen, kan ‘branding’ als het bezoekmotief worden beschouwd als twijfelachtig voor kleine winkelgebieden. Voor de grote winkelgebieden, wordt ‘branding’ als het bezoekmotief bovendien ook beschouwd als twijfelachtig, aangezien de resultaten zijn gebaseerd op een zeer lage respons (7%).

Tabel

Invloed herhaalbezoekfrequentie van de consumenten op ‘branding’.

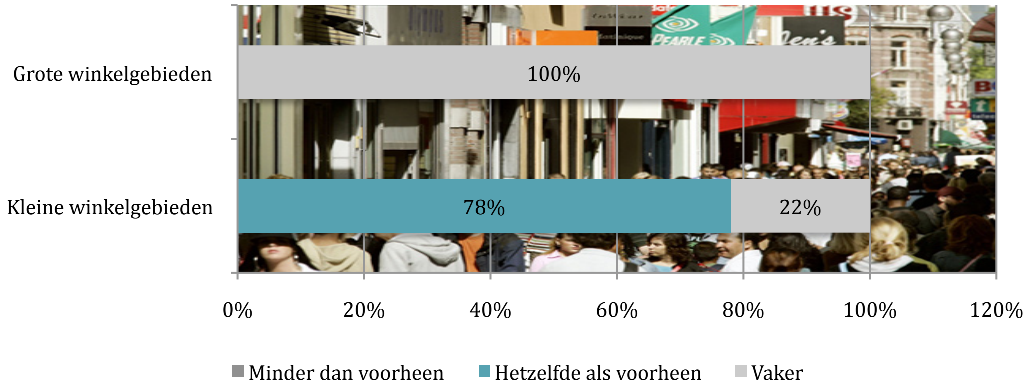


INVLOED VAN DE RETAILTRENDS

Het veldwerk laat zien dat het bezoek van de respondenten met ‘branding’ als bezoekmotief beïnvloedt lijkt te zijn door de investeringen in de winkelgebieden. Respondenten van beide winkelgebieden geven aan in een redelijke mate aan vaker de ‘gebrande’ winkelgebieden te bezoeken na de investering (kleine winkelgebieden 22% en grote winkelgebieden 100%). Op basis van de resultaten uit de kruistabellen kan ‘branding’ als het bezoekmotief worden beschouwd als twijfelachtig voor zowel kleine als grote winkelgebieden.

Tabel

Invloed investeringen in de winkelgebieden op 'branding'.

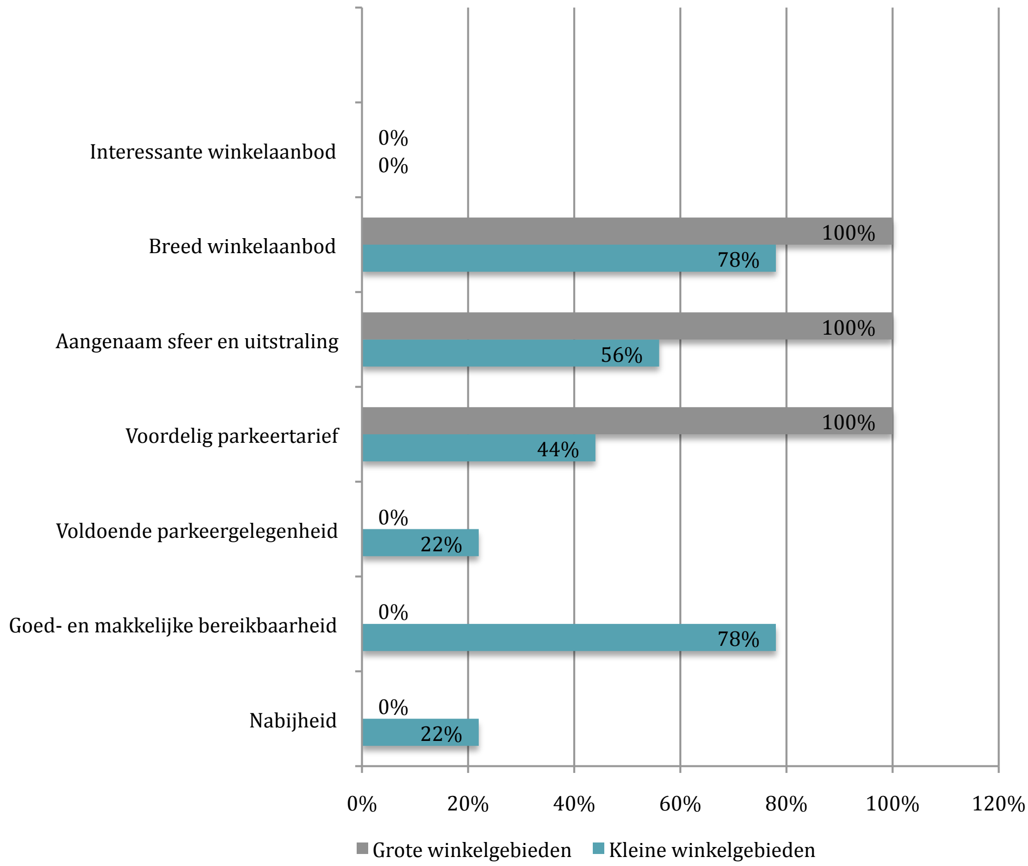


INVLOED VAN DE ATTRACTIE VAN WINKELGEBIEDEN

Het veldonderzoek toont tevens ook aan dat het bezoek van de respondenten van beide winkelgebieden die 'branding' als bezoekmotief aangeven, lijkt te worden beïnvloed door een groot aantal attractiefactoren zoals het winkelaanbod, de sfeer en uitstraling . Op basis van deze resultaten van de kruistabellen kan 'branding' worden beschouwd als twijfelachtig voor zowel kleine als grote winkelgebieden.

Tabel

Invloed attractiefactoren van winkelgebieden op 'branding'.



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PART I

RESEARCH DESIGN

BRANDING AND SHOPPING AREAS

01 RESEARCH INTRODUCTION

This chapter introduces the research of the master thesis. Starting with a short description on the background of the research topic, 'branding' of shopping areas. Subsequent to the background, an explanation of 'shopping area branding' is provided to get an impression on the research subject. This is followed by the paragraph that describes the objective of the research in the company of the attached research questions. Finally, the chapter ends with describing the structure of the research.

1.1 BACKGROUND

> *In the race to achieve sustainable competitive advantage within a saturated marketplace, branding has become a high priority for shopping areas (Dennis et. al., 2002:1, also Gambrill, 2000; Martinez, 1999; Starkman, 2002;Jones Lang Lasalle, 2009:18; NRW 2010:36).*

Various authors describe the increasing importance of branding concerning shopping areas. The authors believe that in the increasingly competitive marketplace branding will become more relevant for shopping areas. 'Branding' is predominantly a well-known phenomenon regarding consumer products; however over the years power has shifted from manufacturers' brands towards the retailers market (McGoldrick 1990). Branding has become increasingly important since the competitiveness between shopping areas has increased strongly over the last years (NRW 2010; Jones Lang Lasalle 2009; Dennis et. al. 2002).

The shop supply has increased strongly over the last years and consequently consumers have gradually more broad options where they could shop. The enlargement in particular is caused by investments within shopping areas, such as the arrival of new shop formulas and constructions of controversial shop estates. Consumers on the one hand have more options and on the other hand they have become so mobile these days. Additionally, shopping areas today are considered as an attractive surrounding to spend leisure time, since it is considered as one of main leisure activities of Dutch people. These developments lead to visits at shopping areas that appeal and offer the most to the consumers. The pre-orientation on the Internet in addition contributes as well regarding the willingness to travel to those distant shopping areas. All the developments within the retail market finally results that the consumers' loyalty regarding shopping areas become under pressure.

> *In the coming years 'branding' will become the keyword for shopping areas, which want to position good in the retail market, and surely want to be assured of success (Jones Lang LaSalle 2009:18).*

As visitors predominantly determine the success of shopping areas, the struggle to attract these consumers becomes greater and shopping areas will have to put more and more effort to maintain their position. To be able to cope with the increasing competition "distinctiveness" among shopping areas becomes necessary (NRW 2010:36; Jones Lang Lasalle 2009:23).

For shopping areas it is thus of importance to distinguish oneself and to position at the proper way. It is additionally obvious and of importance that the basic qualities of the shopping areas are arranged. Subsequently, the shopping area should show those and other qualities, let experience and then communicating it, the branding. 'Branding' of shopping areas, as support of the distinctive ability, becomes then essential. By doing this, shopping areas become brands.

According to Jones Lang Lasalle (2009:18) branding is not a luxury anymore, but a precondition for Dutch shopping areas to function optimal. In addition, the shopping area should meet the consumers' interests and demands in the immediate vicinity, branding of shopping areas is what the Dutch shopping areas should execute in the coming years. From this background the main question is then raised concerning this research: Is 'branding' the keyword for shopping areas, to position good in the retail market, and to be assured of success?

1.2 'BRANDING' OF SHOPPING AREAS

CRITICISM

Despite the huge interest of different stakeholders in branding, branding of shopping areas is an underdeveloped area of literature. Although the academic theory for branding concerning shopping areas is developing, branding has become a precondition for shopping areas to achieve competitive advantage within in the retail market (Dennis et al, 2002:1; Jones Lang Lasalle 2009:18 and also Gambrill, 2000; Martinez, 1999; Starkman, 2002). Only, a handful of academicians have discussed, the applicability of branding concerning shopping areas. It was Dennis et al. (2000b) who pointed out that shopping areas could be considered as a brand, if actively management could lead to more visitors, more turnovers and more rental income. His point of view regarding applicability of branding was based on as shopping areas can be considered in many aspects as businesses. Other literatures describe the applicability of branding concerning shopping areas from a spatial perspective. Given that, shopping areas are places concerning shopping purposes and places can be branded like products and services, the application of branding to shopping areas is hence possible (Kotler et al.1999; Keller 1998: 19; Killingbeck & Trueman 2002; Hankinson 2001).

THE BRAND: THE SHOPPING AREA

Since shopping areas are considered as brands, it is firstly essential to define the term brand. A brand concerning shopping areas gives in particular information about the supply, quality or services, differentiating it from others in the retail market. A strong shopping area brand, for example, makes people aware of what it represents and offers. Brand name is one of the brand elements, which helps the consumer to identify and differentiate one shopping area from another. When shopping areas are branded, the brand name is often the actual name of the location. Hence, the most suitable description regarding this research of a brand is a name that is commonly known to identify a shopping area, or it's qualities and services and separates them from the competition.

AIM OF BRANDING

After defined the term brand and before going further with the aims of branding, a definition regarding the term is essential. Various sources describe numerous definitions regarding the term branding. The business dictionary, for example, defines branding as the entire process involved in creating a unique name and image for a shopping area in the consumers' mind, through advertising campaigns with a consistent theme. On the basis of the background and taken the above mentioned definition regarding branding into account, branding of shopping areas is defined as the effort to put the shopping area as a brand in all the communications towards the consumers.

The primary aims of branding concerning shopping areas are to establish a major and differentiated presence in the retail market that attracts consumers from the immediate vicinity (Jones Lang Lasalle 2009:23) and retains loyal consumers (the brand loyalty). Brand loyalty concerning shopping areas is the extent to which a consumer constantly visits the same shopping area. They do not visit other shopping areas. Brand loyalty exists when the consumer experience that the shopping area offers the demands and wishes they are in search of and when the shopping area is able to bind the consumers. The brand loyalty concerning shopping areas is measured through methods like commitment and consumer satisfaction.

BRAND IDENTITY

Since the management of the shopping area is responsible for the branding campaign, they are as well in charge to determine the brand identity. Brand identity is how the shopping area seeks to identity itself. It represents how the shopping area wants to be perceived in the retail market (modified from Aaker 1996). The shopping area communicates its identity to the consumers through its branding and marketing strategies, which makes it an active element (Keller 1998). Brand identity should lead to brand loyalty and brand preference.

The brand identity of the shopping area is considered as the mental and functional associations with shopping areas (Aaker 1996). The associations provide familiarity and differentiation under consumers. These associations mostly include slogan and logos (figure 1.2). The slogan is a memorable phrase that represents the shopping area as entity and the verbal expression by which the shopping area wants to be associated. On the other hand, the logo is a unique graphic or symbol that represents the shopping area as entity and by which the shopping area wants to be associated. They represent the shopping area and make the consumers familiar with the shopping area. Because of the logo consumers can form an image of the shopping areas.

Figure 1.2:
Branding elements, logos and slogans

BRAND IMAGE

The brand image is the counter part of the branding (Keller 1998); it is the overall impression that is formed in the consumers' mind from all associations. Consumers develop various associations with the shopping area and based on these associations, they form brand image. The brand image, thus is not created, but is automatically formed. Positive brand image increase the attractiveness of the shopping area.

1.3 OBJECTIVE AND RESEARCH QUESTIONS

This paragraph describes the objective of the research and the related research questions.

OBJECTIVE OF THE RESEARCH

The main objective of this research is to gain more knowledge and insight in the application, importance and effective of 'branding' concerning shopping areas. More specifically, in the effectiveness of branding concerning shopping areas as well regarding small- as large shopping areas. By doing this, an indication could be given on the phenomenon branding of shopping areas concerning attracting consumers and distinguishing from competitors. This research is therefore more a thesis, which tries to contribute on the basis of the gained knowledge and insight, to indicate whether branding could be considered as the keyword concerning shopping areas.

MAIN RESEARCH QUESTION

The main question of the research is:

Is 'branding' the keyword for shopping areas, to position good in the retail market, and to be assured of success?

To position good in the retail market, is in this question refers to be able to distinguish from the competition. Success in this question refers to be able to attract and bond consumers from the immediate vicinity.

SUB RESEARCH QUESTIONS

The sub research consist of three theoretical- and two empirical related research questions, which must be answered to clearly address the main research question of 'branding' being the keyword for shopping areas. The answers of the theoretical research questions are the results of a literature study, which provide factors and variables for the empirical research. The answers from the empirical research questions are the outcome of the case studies. The case studies besides also consist of questionnaire surveys with consumers in the selected shopping areas.

The first theoretical research question is a broad one that seeks to explore the most viewable trends and developments of the last years in the retail trade. As these trends influence the retail market and thus as well the 'branding'. Therefore the first theoretical research question is:

1. **What are the current trends and retail developments, which shopping areas are confronted with?**

The second theoretical research question seeks to explore attraction factors of shopping areas as consumers can be attracted by the attractiveness of the shopping area and this consequently as well could influence the consumers' visit. Therefore the second theoretical research question is:

2. **Which factors determine the attractiveness of a shopping area?**

Practical research question

The practical related research question seeks to explore the effectiveness regarding

- Attracting consumers;
- Attracting consumers from the immediate vicinity;
- Binding consumers and therefore distinguishing from the competition.

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3. How effective is 'branding' concerning shopping areas?

HYPOTHESES

The following two hypotheses are formulated to test during this research:

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1. **'Branding' is the keyword for small shopping areas, to position good in the retail market and to be assured of success.**
2. **'Branding' is the keyword for large shopping areas, to position good in the retail market and to be assured of success.**

1.4 STRUCTURE OF THE RESEARCH

This research is conducted in four parts, namely the research design, theoretical research, practical research and conclusion and recommendations.

PART I: RESEARCH DESIGN

This part of the research consists one chapter that actually introduces the research topic 'branding' of shopping areas (chapter 01). The chapter as well describes the research- objective and questions, which will be formed during this research. The chapter ends with sketching the structure of the study.

PART II: THEORETICAL RESEARCH

This part forms the theoretical input of the research and consists of two chapters. The first chapter deals with the related theoretical research questions on current trends and developments in the retail market as well the determination of attractiveness concerning shopping areas (chapter 02). The second chapter elaborates the methodology that is used during this research (chapter 03).

PART III: EMPIRICAL RESEARCH

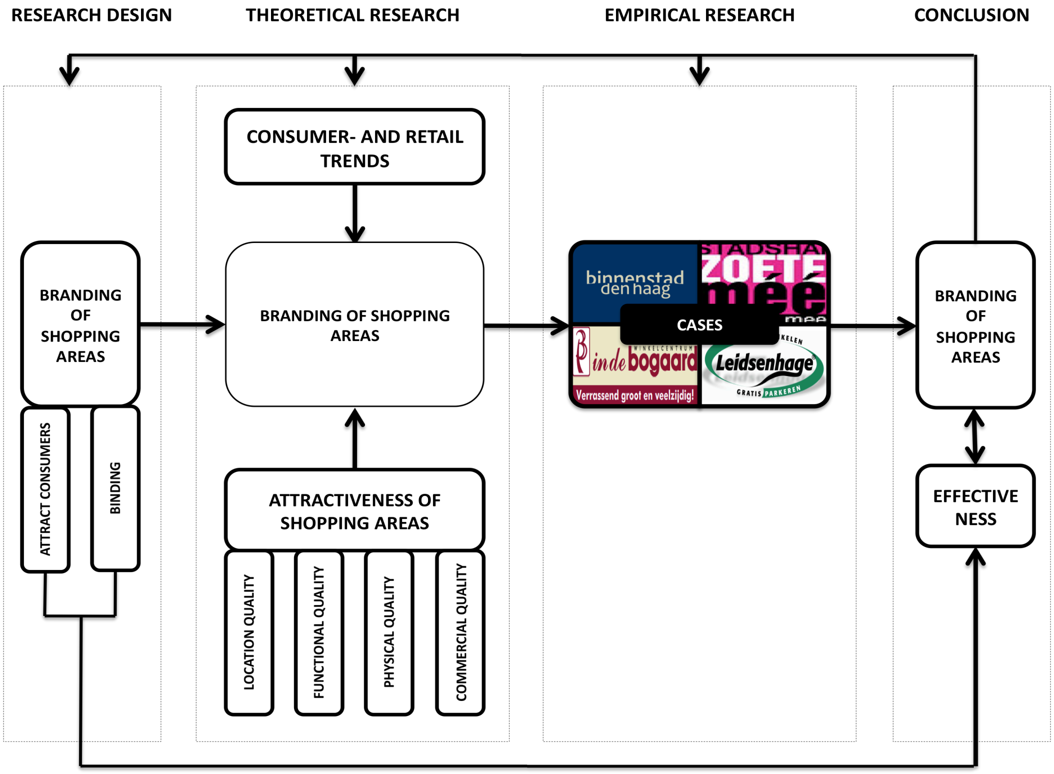
This part forms the empirical effort of the research and consists of two chapters. The first chapter introduces and describes the four case studies selected for this research (chapter 04). The second chapter describes the results of the survey and deals with the practical research question regarding the effectiveness of 'branding' shopping areas (chapter 05).

PART IV: CONCLUSIONS AND RECOMMENDATIONS

This part encloses the research and consists of one chapter. The first paragraph starts with testing the proposed hypotheses and ends with drawing conclusions regarding the main research question. The second paragraph discusses the theoretical and empirical results of this particular research. Finally, the last paragraph of this research evaluates and makes recommendations for further research.

Figure 1.4

Conceptual model



PART II

THEORETICAL RESEARCH

02 THEORETICAL FRAMEWORK

The consumer is very unpredictable. The demands and the behaviour of today's consumers are different than decades ago and in the future the consumers behaviour as well will change than that of today. The retail anticipates at their turn on these changes. Therefore the first two paragraphs explore the most important trends with regard to the demand developments (also known as consumer developments) and the supply developments (also known as retail developments). The third and last paragraph explores the factors that determine the attractiveness of a shopping area.

2.1 CONSUMER TRENDS

Not every consumer is the same; each one has his of her own preferences. This expresses itself in specific (spatial) shop behaviour. This shop behaviour is through the years thoroughly changed. There are a few general trends to be named in the consumer behaviour, which are of influence at the way shopping is taken place and thus indirectly at the way how shopping areas are or should be arranged. The following discussions provide the main trends and developments in consumer behaviour.

VISIT MOTIVE VERSUS EXPECTATIONS PATTERN

There are different kinds of consumers with different purchase-wishes on the demand-side (Jones 1999; Kooijman 1999; Bak 2000; Wrigley & Lowe 2002). The descriptions of shop-motives differ in various literatures, but the underlying thought is mostly the same (for example see IMK 1993; Haringsma & Klop 1996; Borchert 1995; Kooijman 1999; Bak 2000; Kolpron 2001: 14; Metz 2002: 132–133; Gorter et al. 2003). In this research the following three purchase-motives are distinguished; Run-, Fun- and Goal-oriented shopping.

The expectations of a shopping area are dictated by the visit motive of the consumer (BRO 2007:33). It's about elements as the quality of the supply, the options, price fixing, shop layout, appearance, and atmosphere and (extern) surroundings quality. The visit motive and the thereby connected expectations pattern can be divided into three main categories:

- At buying groceries (Run shopping), the acquisition of foodstuff, luxury foods and frequent required non-food (chemist, flowers, textile, household articles) is central. Buying groceries has to be done fast and effective. Availability (assortment), ease (travelling, comfort) and accessibility are thereby an essential precondition;
- "At purpose-oriented shopping (Goal-oriented shopping), its about purchases which aren't choice-sensitive (do-it-yourself, garden articles). Combination visits with other shops occur barely. Consumers want quickly the best product for the right price". Efficiency, many options and one-stop-shopping are thereby important themes. The essential preconditions of run shopping also count for the purpose-oriented shopping;
- "At recreational shopping (Fun), the activity self (look around, relax) often is more important than the acquisition. Time hardly plays a role. Department stores (V&D, Hema), big fashion stores (H&M, C&A), multimedia stores (Mediamarkt) and sports (Perry, Intersport) are traditional important anchors. People request for high demands on comfort, atmosphere, cosiness and alternatives. After all its about relaxation, surprise and experience, than necessity and efficiency.

SHOPPING STILL A LEISURE ACTIVITY BUT GETS COMPETITION

Obligatory time, personal time and leisure time are the most general distributions of the large amount and diversity on activities people display (table). Obligatory time consist of activities by virtue of one's profession, carried out for the education or in the household. Under personal time personal hygiene, eating (except go out for dinner in leisure time) and sleeping is considered. The rest counts as leisure time (SCP 2003:13).

Table 2.1-A

Obligatory-, personal en leisure time, amount of hours per week, population of 12 year and elder, 1975-2000 (SCP 2006:23).

	1975	1985	1990	2000
Obligatory time:	40,7	40,7	42,0	43.9
Labour	14,8	14,1	16,6	19,4
Household	19,1	19,4	18,5	19,0
Education	6,7	7,2	6,9	5,5
Personal time	76,3	75,3	75,5	76,6
Leisure time	47,9	49,0	47,2	44,8
Outside recreation	14,8	15,0	14,5	13,3

In the current society leisure time plays an important role than ever as Dutch people has more than three hours less leisure time than 1975 (table 2.1A). According to NBTC-Nipo Research, spending leisure time can be distinguished into eleven main leisure activities clusters, namely outside-recreation, water sports and other activities, self-sport, visit to sports event, wellness/beauty/relaxation, visit to attraction, visit to event, (recreational) shopping, culture, go out and hobby-, club activities (ContinuVrijeTijdsOnderzoek 2007:7). From these eleven leisure activities clusters, (recreational) shopping is one of the most important leisure activities of Dutch people (table). Dutch people consider shopping still as a form of leisure activity. The shopping mainly takes place in the larger shopping areas, such as inner cities and core shopping areas (ContinuVrijeTijdsOnderzoek 2007). Shopping is perceived as a social pleasure, a relaxation, or a stimulus, a surpassing stage of shopping (Kooijman 1999).

SHOPPING AS LEISURE ACTIVITY GET COMPETITION

Next to that shopping is still considered as a leisure activity, shopping gets more and more competition from other forms of leisure activities BRO (2007:33) According to BRO, Dutch people in former years went for shopping to inner cities and core shopping areas in their leisure time (BRO 2008:13). These days, Dutch people spend more and more leisure time on for example sports, a day out to amusement parks or they go away for a weekend. Next to these, the mobility of people increases, these way different options to recreate becomes closer. In short, our frame of reference increases, while our leisure time decreases. It leads that consumers gets critical in how and where they want to spend their leisure time. For their little leisure time Dutch people look for the ‘guaranteed experience’; they only visit shopping areas, which fulfil their demands and wishes.

MOBILE CONSUMER INCREASES COMPETITION

Without the possibility of movements visitations of distant shopping areas weren’t possible. Just in 1896 the first car appeared in the Netherlands and became in the sixties of the last century a mass product for the “ordinary people”: because of the increase in prosperity, the costs for acquisition and ownership of the four-wheeler fell drastically downward.

The increase of the car-use is also clarified through the fact that car-ownership has increased strongly in the last years: the amount of cars in the Netherlands since 1985 increased with one third (table 2.1-B). In 2007 in fact there were for the first time in history more cars than households, yet, not all households have a car at their disposal.

Table 2.1-B

Development of car-ownership, 1985-2008 (Ministerie van Verkeer en Waterstaat 2010:12).

	1985	1995	2005	2008
Amount of cars (x1000)	4.551	5.581	6.992	7.392
Amount of cars per 1000 inhabitants	315	361	429	451
Amount of cars per 1000 households	811	863	985	1.021

The motorcar-mobilization in the Netherlands provided extreme consequences for shopping areas. Within a relative short time more Dutch people can cover more distances aligned with low costs. Through the increased radius of actions the frame of reference of consumers also increases, which results to more competition between shopping areas. Next to this the consumer want surprise, adventure and unique experiences, which leads to visits at facilities concentrations towards greater distance bridging (BRO 2008:7).

CONSUMERS WANT TO ENJOY AND EXPERIENCE

The consumer is confronted with a shortage on leisure time, caused by the increasing prosperity in combination with decreasing amount of leisure time. According to Cornet (2002) the "value for time" is far more important than the traditional "value for money". For that reason, consumers are in search of their utmost "leisure-time-efficiency". Consumers beforehand want to know for sure, that their visit is worthy at a leisure-activity (BRO 2007:34).

The consumer is actually in an increasing degree in search of "experiences". Pine and Gilmore actually confirms it by describing, that as soon as a country reached a certain level of affluence, the attention shifts from goods and services to experiences. Pine and Gilmore refer to "experiences" as a new source of value creation. They see this as a "fourth economic offering", which until then had remained unnoticed, but which was has always been there (Pine & Gilmore1999:2).

Pine and Gilmore describe experience as a distinguishing economic advantage for which one can ask a price premium. As an example he discusses the well-known coffee progression (figure 2.1-C). The idea that a cup of coffee can be a part of an experience is the last period emerging. The development on the one hand is related to the strong increased prosperity, people have nowadays more money to spend. On the other hand with the fact that in a strong competitive world distinguishing capacity is essential. In 1999 Pine & Gilmore presented a model for the progression of economic value in their bestseller "the experience economy". The model explains the generic progression of economic value that any business in the society goes through sooner or later; the shift for commodities to experiences (figure 2.1-C).

Figure 2.1-C
The coffee progression of economic value (Pine & Gilmore 1999:22).

CHANGING LIFESTYLES

According to Pine and Gilmore, people today live in an experience-economy: an economy where trading of experiences takes a central place. The attractiveness of a product or service not only depend on the practical value, but also on the association with a certain atmosphere, experience or meaning. The consumer wants more than a product and is prepared to pay more. In addition "experience" has emphatically occupied place in the activities patterns of people. Kloosterman (2002) points in that framework a change in consumer behaviour: the existence of new lifestyles. These new lifestyles are based on emotions and the frame of mind, such as the craving for adventure, luxury, pure, nature, cultural mix and authenticity.

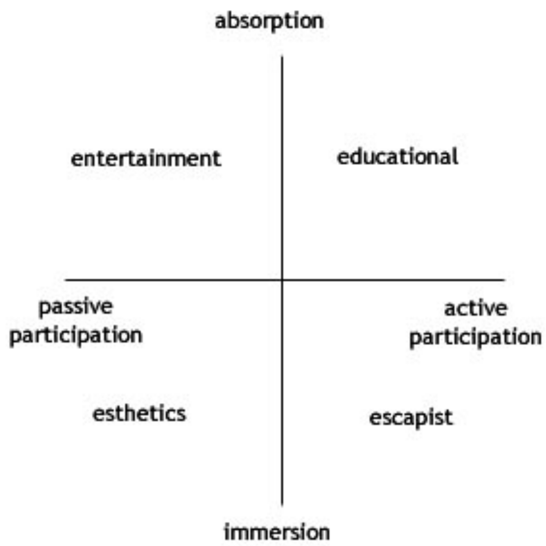
The approach of present consumers is frequently oriented towards their specific, inner identity: where people feel the most for or where people feel at home. To make consumers feel at home and to allow consumers to experience the products in shops are becoming more important (reading table in the bookshop, taste products in specialist shops, try & buy sport shops). Also the integration of catering-(from coffee corner to lunchroom), fun and leisure facilities, in large shopping areas belongs with this. These elements contribute on the length of stay and finally to higher spending.

Consumers have emphatically obtained more supremacy. In addition, Kloosterman thinks consumers became more impulsive. With the acquisition of a certain product it isn't only about the satisfaction of a basal need as food or clothing, but the expression of an own identity is central. That means that products and services are chosen because of their symbolic value (Kloosterman 2002:26).

EXPERIENCE REALMS

Pine and Gilmore distinguishes two dimensions on the basis of the consumers' involvement at an experience. The first (on the horizontal axis) corresponds to the level of the consumers' participation. The second (vertical) dimension of experience describes the kind of connection, or environmental relationship, that unites consumers with the vent or performance. The coupling of these dimensions defines the four "realms" of an experience - entertainment, education, escape and aestheticism (figure 2.1-D) (Pine & Gilmore 1999:31).

Figure 2.1-D
Experience realms (Pine en Gilmore, 1999:30).



INCREASING INTERNET-USE AND INTERNET SPENDING

Internet becomes more and more public property. Temporarily 93% of the Dutch population has access to Internet and still every year that percentage increases. (www.hbd.nl, 28-09-2010). By far the most Internet-users are almost daily on the Internet. Especially youngsters and people in middle age are practically daily on the Internet. High-educated people spend by far the most time on Internet (www.hbd.nl, 28-09-2010).

Not only the access and the use of Internet, in addition purchasing on Internet is on the rise. In 2009, 68% of the Dutch people declared to have purchased on Internet, in contradiction to 2005 with 46%. Next to that, the frequency of online purchasing is also increasing. Unemployed people, the elderly and low-educated people are comparative little online shoppers. Nonetheless, these groups deal also with a growth each year.

Online shopping is increasing. However Internet isn't only a resource to purchase, it is also used to orientate. And often the purchase then takes place in the shop (offline) or the other way around: first orientate in the shop and then order online. In which extent consumers orientate on the Internet depends strongly on the sort product (www.hbd.nl, 28-09-2010).

It is totally modern and still more people make use of it: online shopping. Nevertheless, the question often is made either this form of purchase will replace the old-fashioned way, because of its disadvantages. Some people find it convenient; on the contrary some people in the society aren't content about the phenomenon E (lectronic)-shopping.

It happens often, that consumers orientate online and then purchase in the shop, or just the other way around. When online shopping concerned, it becomes obvious that the low price followed by the facility to order from home and the delivery on the desired address is mentioned to buy online. People who orientate online and then purchase offline (in the shop), mention often that they want to see, feel and smell the product, especially on clothing and shoes. As well the special offers by the shops and the immediately possession of the product are most important reasons to purchase offline (BRO 2008:13 & www.hbd.nl, 28-09-2010).

2.2 RETAIL TRENDS

Changes in consumer trends or consumer behaviour as mentioned earlier are on the one hand the cause for new developments at the supply-side, but on the other hand they are the consequence of supply developments. In this part, a few general supply trends are rendered. It's about a few significant trends to which stakeholders anticipates such as retailers, investors and developers.

UP SCALING CONTINUES

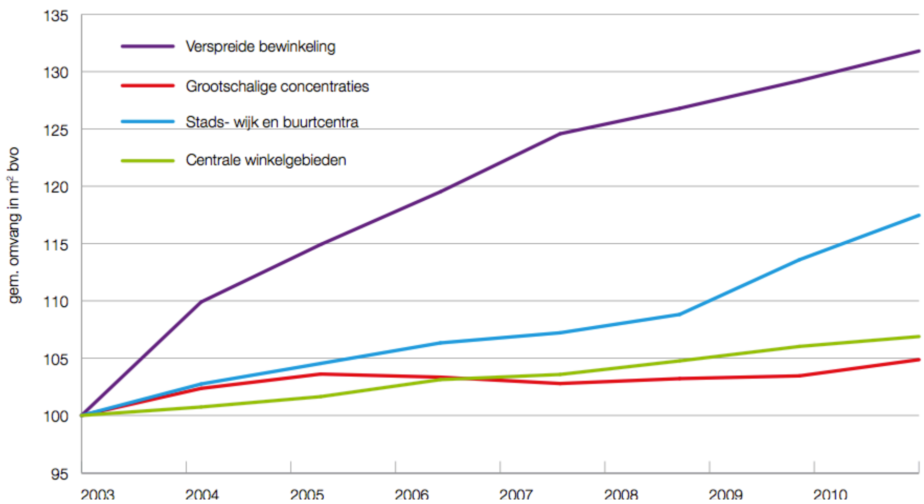
The retail trade characterizes already decades long by up scaling. Up scaling displays oneself in two manners: as well the shops as the retail businesses are becoming larger (Evers e.a. 2005:144). These two forms occur often together, but that is not really necessary: Hold for example exploits bigger (Albert Heijn XL) and smaller outlets (Albert Heijn to-go).

Up scaling continues further in the Netherlands, though at a modest way than other countries. The Dutch shop supply increased with 15 percent between 2003 and 2010 form approximately 25,9 million square meters shop floor space in 2003 to approximately 29,8 million square meters in 2010, or average with more than 500.000 square meters per year (Locatus verkenner). In these numbers the vacancy is included.

The amount of shops in contradiction in the last years decreased. The growth of the shop surface has taken place by the up scaling of the shops. This up scaling has been considerably; the average Dutch shop grew from 224 m2 in 2003 to 261 m2 in 2010. Although the average size of shops increases, smaller outlets dominate the Dutch retail structure. There are, in spite of this, still great differences between the various shop surfaces (figure 2.2-A).

Figure 2.2-A

Up scaling in Dutch retail (NRW 2010:16).



INCREASING OF RETAIL CHAINS CONTINUES

The second form of up scaling is the increasingly getting bigger of retail businesses. The Netherlands is a country with a lot of outlets, 222.530 to be precisely (Locates, 1 September 2010). By this means, the Netherlands is one of the most countries with retail chains in Europe according to the CPB (Central Plan Bureau 1999).

Already some considerable time, chain-shops determine the street scenes of main shopping areas. Increasing of retail chains provide that shopping areas resemble with each other, which results that they all provide the same basic supply. The street scene in shopping areas is dominated by formulas in the top 10, such as Rabobank, Blokker, Kruidvat and Albert Heijn. The shopping crowd is on the one hand benefited by the recognition and confidence as well and at the other hand the increasing of retail chains lead to a decreasement of the shop supply (Evers e.a. 2005:146).

As apparent reaction to up scaling downscaling and specialization takes place. More and more shopping areas specialize in the matter of visit motive and those consumers visit shopping areas for specific motives (BRO 2007:33). This way networks and specialized shopping areas occur. At a shop visit the behaviour of the consumer is especially related with the visit motive. The three general visit motives are as described before: buying groceries (Run), recreational shopping (Fun) and goal-oriented shopping (Goal).

DIVERSIFICATION AND INTEGRATION OF FUNCTIONS CONTINUES

The retail trade is traditionally organized of branches with businesses that sell similar products. This difference between branches and businesses becomes more faint. Because shops sell in an increasing degree outside the sector products (for example cheese and preserved foods at the butcher; perfume at a clothes shop) to provide the consumer a large assortment, to attract consumers to the shop with out the sector products or to provide extra experiences, for example IKEA-food (Lagasse e.a. 2008:102). The expansion of these branch boundaries furthermore fits the consumers demand. For the retailer, the expansion of the assortment and the possibility means to increase the traditional turnover.

Beside the diversification in shops, diversification also occurs in functions and thereby boundaries especially between the functions retail, catering and financial services become more diffuse (HBD 2007:19). More and more formulas occur with integration of functions BRO 2007:34. Examples are a combination of retail with catering (furniture shop with restaurant, again the IKEA-food); relaxation (clothes shop with game console); financial services (collecting money at the cash desk or take out a credit) or with (handi)craft (perfumery with manicure). Integrations of functions is, aimed to extend the length of stay in the shop, to provide more service and more experience (Lagasse e.a. 2008:102). To conclude as well as diversification in terms of expansion in assortment, integration of functions results also to up scaling.

GLOBALIZATION CONTINUES

Last decades the Dutch retail market was influenced by the arrival of international retailers. This trend still continues further and the influence of international chains has put their mark in the present street scenes. Today, it’s impossible to imagine shopping areas without retailers as Mediamarkt, H&M, Zara, IKEA, Lidl and Hornbach. The success of these retailers has leaded other international retailers in 2009 to the Netherlands, such as the Spanish Saint Tropez (fashion) and the American Tiffany & Co (jewellery). Newcomers from the UK were Superdry (fashion), United Nude (shoes) and New Look (fashion). New retailers who perceive to enter the Dutch retail market are the Spanish Stradivarius (fashion), River Island (fashion) from the UK, Apple (electronics) and Hollister (fashion) from the United States and the Swedish Monk (fashion) (Jones Lang LaSalle 01-01-2010).

In the coming years the Netherlands still will be popular for international retailers in search of expansion. The Netherlands ranks ninth in the list of countries where big international retailers perceive opportunities for expansion. With that the Netherlands leaves countries as Russia, Belgium and Switzerland behind (CBRE 2009:5).

INVESTMENTS WITHIN SHOPPING AREAS

There are improvements viewable in small shopping area, such as town-, community- and district shopping centres (BRO 2009:74). The supply in these shopping areas is more concentrated especially supermarkets increase in scale. These shopping areas are more often chosen concerning renovation and enlargement as they enclose an important primary catchment area. Therefore investments, which refer to quantitative and qualitative developments, are necessary to maintain the attraction of these shopping areas. An example of a quantitative and qualitative improvement of a small shopping centre is the Zuidplein in Rotterdam. Twelve million people visit this shopping area yearly. It resulted that it positions at this point as the third shopping area in Rotterdam. There is much in the shopping area invested in the recent years, by which a great number of square meters have been included for as well daily as non-daily groceries. Another example is the renovation and enlargement of a small shopping area is the shopping centre Woensel in Eindhoven. It concerned regarding the revitalization of the shopping centre, whereby the aim was to optimize the functioning, by means of improving the spatial quality.

There is as well revaluation viewable in the inner cities and other large shopping areas in particular by their traditionally strong presence of function-mix, quality, atmosphere and diversity. New projects give the inner cities and the large shopping areas a new impulse. A few examples are Piazza in Eindhoven, Maasboulevard in Venlo and Mosa Forum in Maastricht. These kinds of projects especially result into preservation of the position of these shopping areas and less in an enforcement of the position (BRO 2007:34).

2.3 ATTRACTIVENESS OF SHOPPING AREAS

The attractiveness of a shopping area is determined by the qualities of the shopping area, by which people (despite distance) rather choose one or the other shopping area. A foursome some qualities mainly perceived from the consumer perspective determines the attractiveness of a shopping area: 1) the location quality, 2) the functional quality, 3) the physical quality and 4) the commercial quality (Speetjens 1990).

Table 2.3-A

Attractiveness factors and aspects of shopping areas.

Attractiveness of shopping areas			
Location quality	**Functional quality**	**Physical quality**	**Commercial quality**
Geograpic position	Shop supply	Sphere & apperance	Image
Accessibility	Events supply	Routing	Position
Parking facilities	Function mix		Marketing

THE LOCATION QUALITY

The aspects of location quality relates to the geographic position, accessibility and parking facilities of the shopping area. The geographic position is of great importance for the shopping area as it makes difference if the shopping area is situated in the inner city, district or in a periphery area. The catchment area of a shopping area determines the amount of the potential consumers, for that reason the catchment area is an important factor as it influences the turnover of the shopping area. The situation in the urban network determines the easiness of the visit to the shopping area by consumers, retailers, employees, tourists and suppliers. Accessibility of shopping areas is important and will become more important in the future, because people are becoming more mobile. Next to accessibility, parking has become as well an important issue. Factors, such as the parking fee, the amount of parking places and the accessibility of the parking facilities play an important role.

THE FUNCTIONAL QUALITY

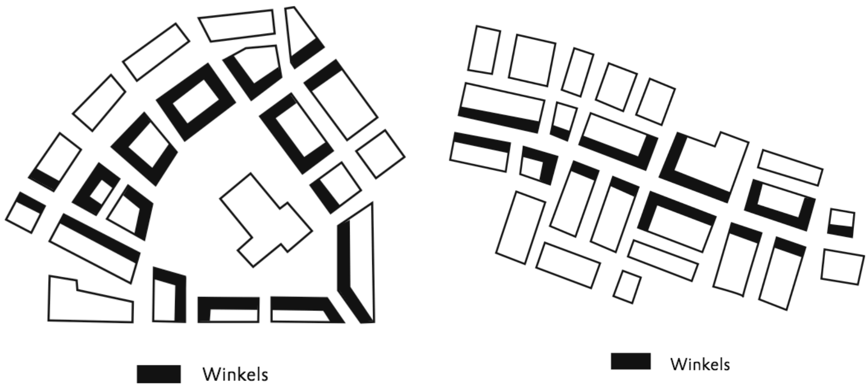
The functional quality aspects are related to the functional performance of the shopping area. The main function is the welfare function: to provide commercial and non-commercial facilities (retail, catering, recreation and culture) for the consumers not only in their catchment area, but also for visitors from further away. A greater amount of shop floor space and assortment in shops determines a significant part of attractiveness of shopping areas. Van der Vegchel (2006) dictates that integration of functions less or more becomes a necessity. The presence of residences and office buildings means the presence of the potential consumers in the neighbourhood. The following can be applied as a rule of thumb: the more functions together in a shopping area, the more the attractiveness is.

THE PHYSICAL QUALITY

The physical quality aspects are related to the representation of the shopping area: the layout, atmosphere and routing. Areas have to provide familiarity and domain-formation to consumers. People can oneself ‘feel at home’ in the area, but also have to deal with other (sense of place and civic space). For markets and shopping areas the feeling of familiarity and an own domain translates in a standard for the appearance of the surrounding that is valid over the whole world. Peripheral establishments such as shopping malls looks partly everywhere the same, by which they for the consumer at all times are ‘owned’ a bit, anywhere in the world (Reijndorp 2004:149).

For a good functioning of a shopping area an optimal routing is essential. An optimal routing divides the pedestrians flows in a way that all facilities receive sufficient passers to function respectable. Next to this, the location of buildings in the shopping area stimulates the visitors to a particular use (Evers e.a. 2005:111). In order to portray the diversity of shopping areas Evers has set up different sorts of shopping areas next to each other. The first two are more historical shopping areas: the concentric formation and the linear formation and the other two modern variants: the standard set-up for a shopping mall and the standard set-up for a strip mall.

Figure 2.3-B
The concentric formation (left) and the linear formation (right) (Evers e.a. 2005:112)



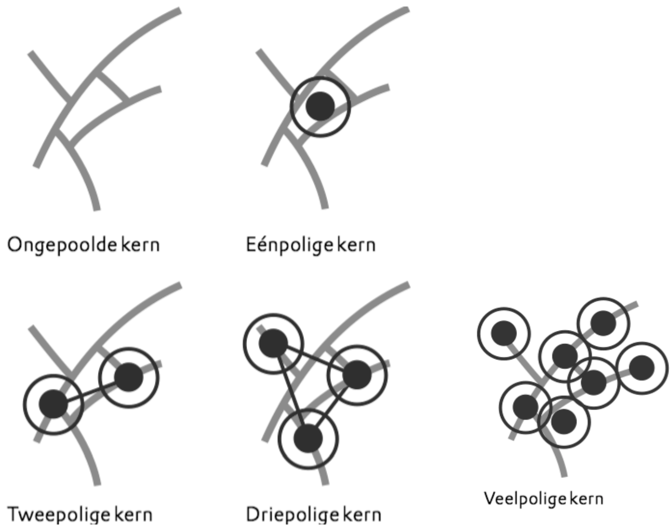
In a concentric formation arise different streams visitors around a central point that also often is open for a part (Bak 1971). In a linear formation the spatial configuration is more univocal. The visitor walks along one line and sees the shops from the flanks and the advertising-signboards in front oneself.

Figure 2.3-C
Set-up shopping mall (left) and strip mall (right), black refer to shops and grey to parking (Evers e.a. 2005:112-113).

In the classic covered peripheral shopping mall some few department houses are linked with shopping-arcades and the mall is surrounded by car parks (Gruen & Smith 1960, Kooijman 1999; Hardwick 2004). The spatial configuration of a strip mall is different than the three before. Herein it isn't attractive to walk from one shop to another.

Next to the morphologies of the buildings Bak (1971:44-45) displays that the location of the anchors (after this called poles) has a great impact on the spatial behaviour of visitors. Poles serve to attract consumers for the shopping area as a whole, based on their name and image; within the shopping area, above all they are to keep the internal circulation of consumers going (Kooijman 1999:68).

Figure 2.3-D
Anchors and routing in shopping areas (Evers e.a. 2005:113).



These poles can have a functional meaning (for example for the transport, retail or as urban monument) or cultural (historic and intimacy opposite modern and large-scale). From a functional perspective, poles are a replacement of city centres (Kooijman 1999:68). A shopping area without a pole is to flat and therefore weak: it doesn't have a clear focus. At one pole there is an orientation at only one point; there exists a radial relation and transport stream. A number of poles create movement, which results a linear field of tension at two poles, but the area is really used intensive at three poles. More poles don't mean more urbanity: at too much poles there exists a danger of complexity of the shopping area and thus look like an area without poles (figure).

THE COMMERCIAL QUALITY

The commercial quality aspects are related to the image, position with regard to the competitors and marketing and promotion. The image that consumers have of a shopping area contributes to the performance of the shopping area. The image is the sum of beliefs, ideas, and impressions that people have of a shopping area. The image of the shopping area is the outcome of the marketing and promotion process. The image is always "true", being the real experience of the consumers (Kotler et al. 1993). When consumers have negative experiences at a shopping area than the association is placed with a negative image and the other way around.

Many shopping areas want to build a new image to replace negative images and therefore shopping areas make use of marketing and promotion activities. Marketing of shopping areas today get more attention as shopping areas are in an increasingly extend confronted with mutual competition (NRW 2010:36). To distinguish from the competitors, a good positioning of the shopping area becomes essential. For that reason shopping areas make use of marketing.

03 METHODOLOGY

This chapter describes the methodology of the research. The methodology consists of an elaboration of the procedures and methods that are applied to acquire the essential knowledge to provide a well-ground conclusion regarding the main research question.

3.1 SELECTION CASE STUDIES

To indicate whether 'branding' could be considered as the key marketing tool regarding shopping areas to position good and assure of success four branded shopping areas, two small- and two large shopping areas, are examined. This paragraph describes the selection process, which is applied to select four appropriate case studies.

SELECTION CRITERIA

It is essential to make a well-grounded selection of case studies, as the intention of the case studies is to get insight into the application of 'branding' regarding shopping areas and specifically on the effectiveness. For that reason, the main criterion for the selection is that the shopping areas need to apply a conscious retail-focused 'branding' (marketing) strategy. In addition, the scale level of- and amount of inhabitants around the shopping areas should differ. The shopping areas preferably should be located in a competitive surrounding. The selection criteria are:

Scale	Type	Geographic position	Inhabitants
Large shopping area	Main shopping area	City	≥ 100.000
Small shopping area	Main shopping area	Suburb	≤ 100.000

Table: selection criteria cases

SELECTED CASES

The application of the aforementioned selection criteria in the following four most appropriate shopping areas:

Table 3.1-A

The facts and figures of the selected cases.

Case	Scale	Geographic position	Inhabitants
Inner city of The Hague	Large shopping area	Large city	± 495.000
Stadshart Zoetermeer	Large shopping area	Medium sized city	± 122.000
Leidsenhage	Small shopping area	Suburb	± 72.000
In de bogaard Rijswijk	Small shopping area	Suburb	± 47.000

Table: selected cases

Figure 3.1-B

The location of the cases within the region 'Haaglanden' and The Netherlands.

3.2 SURVEY

To gain insight whether the consumers' visit was caused by the branding or by other determined factors a questionnaire survey was conducted among visitors of the selected shopping areas. This paragraph therefore describes how the survey is put into operation by means of the survey method, content and approach of the target group.

SURVEY METHOD

The questionnaire survey will be accomplished by means of face-to-face interviews, which means a direct meeting between interview and interviewee. The method is preferred because during personal communication it is possible not only to obtain much more information, but also to use visual elements regarding the 'branding', such as logos, to encourage response. This method as well ensures full and accurate data.

CONTENT SURVEY

Since the goal of the survey is to acquire insight into (spatial) consumer behaviour and especially on branding being the visit motive, the interview questionnaire is divided into five parts, namely:

- Questions regarding general and personal information of the consumer: the purpose of this part is to gain insight into the demographic profiles of the respondents. The questions are related to their gender and age;
- Questions regarding the consumers' shopping behaviour (consumer trends): the purpose of this part is to gain insight into the shopping behaviour of the respondents. The questions are related to their opinion on shopping, shop motive, maximum travel time and visit frequency.
- Questions regarding the consumers' spatial shopping behaviour (attractiveness): the purpose of this part is to gain insight into the spatial shopping behaviour of the respondents. The questions are related to their visit motive, qualitative visit motives, and length of stay, visit frequency and alternatives.
- Questions regarding the 'branding' of the shopping area: the purpose of this part is to gain insight into familiarity of the 'branding' and its elements. The questions are related to their familiarity of the shopping areas slogan, logo, and communication campaigns.
- Questions regarding the qualitative developments in the shopping area (retail trends): the purpose of this part is to gain insight into the opinion of the respondents regarding the qualitative developments and its influences. The questions are related to their rating regarding qualitative developments within the respective shopping area and visit frequency and length of stay after these investments.

APPROACH TARGETGROUP

The target is to interview in total 120 consumers, 30 consumers of each shopping area, for the questionnaire survey. The respondents should be a convenience sample selected from visitors and approached on the spot, as a shopping area is a more appropriate place to do a research than their home. The surveys will take place at different periods in the week, namely Monday, Wednesday and Saturday from 12.00 a.m. to 16.00 p.m.

3.3 CROSS CASE ANALYSIS

To indicate the effectiveness of 'branding' concerning shopping areas and to determine if other factors influence the consumers' visit, a cross case analysis will be performed on the acquired statistical data. The analysis contains crosstabs, which are used to discover quickly a comprehensive visual insight in the possible relation between two or more variables.

SELECTION VARIABLES REGARDING EFFECTIVENESS

As the usefulness could be questioned to make an analysis for all the variables, sets of critical variables regarding 'branding' are selected. By doing this, the effectiveness of the 'branding' could be indicated and the proposed hypotheses could be tested. The following critical variables are selected to indicate the effectiveness of 'branding':

- 'Branding' as visit motive: this cross case indicates the response rate of the survey and indicates the effectiveness of 'branding' to attract consumers as well;
- Origin respondent; this cross case indicates the effectiveness of 'branding' to attract consumers from the immediate vicinity;
- Competition: this cross case indicates the effectiveness of 'branding' to bind consumers and to distinguish from the competition.

SELECTION VARIABLES REGARDING INFLUENCE

As the retail market always is under influence of trends and developments, 'branding' being the consumers visit motive could be influenced by other determined factors. As the usefulness could be questioned once again to make an analysis for all the variables, sets of critical variables from the factors consumer behaviour, qualitative developments and spatial shopping behaviour are selected that influence 'branding' as the visit motive the most. The following variables for the cross case analysis are:

- Visit frequency; this cross case indicates whether the consumers behaviour regarding the visit frequency influences the 'branding' as the visit motive;
- Attractiveness factors; this cross case indicates which attraction factors influences the 'branding' as the visit motive the most;
- Investments: this cross case indicates whether investments influence the 'branding' as the visit motive as they especially aim to give the shopping area an impulse.

PART III

EMPIRICAL RESEARCH

04 CASE STUDIES

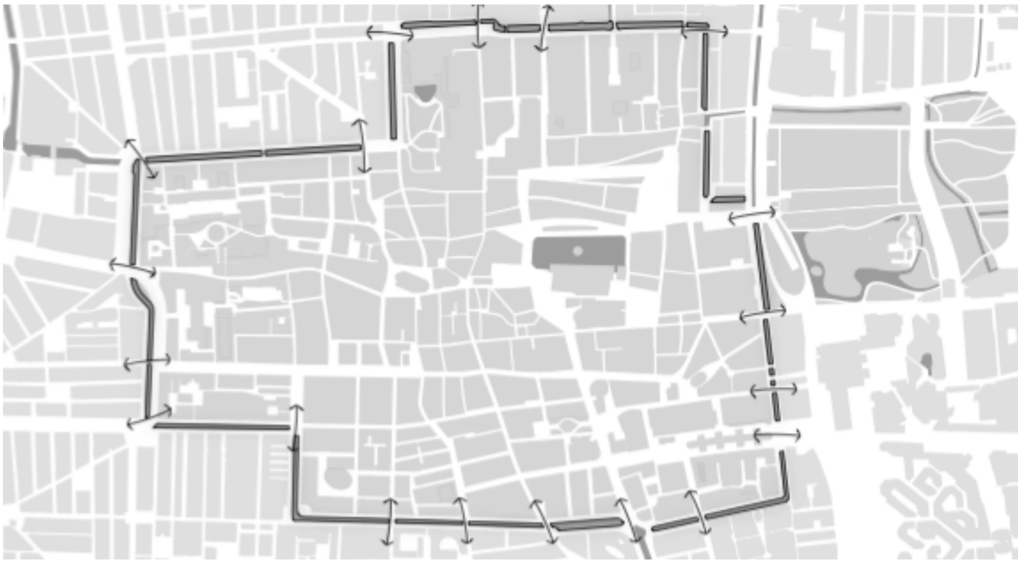
This chapter introduces the four case studies by means of a short introduction, facts and figures, their history and branding campaigns. The first two paragraph deals with the large shopping areas, namely the inner city of The Hague and Stadshart Zoetermeer. The third and fourth paragraph deals with the small shopping areas Leidsenhage in Leidschedam-Voorburg and “In de bogaard” in Rijswijk.

4.1 INNER CITY OF THE HAGUE

The inner city of The Hague is the core shopping area of the region, which is located at the Spuistraat and Grote Marktstraat till the Noordeinde. The inner city encloses the whole area within the canals, what traditionally becomes the inner city of The Hague. The area around the inner city is important as living-, leisure- and work are and has in certain cases strong historical characters. The coming paragraph describes a brief description regarding the history of the inner city The Hague.

Figure 4.1-A

The canals form a natural and recognizable demarcation of the inner city (Binnenstadsplan 2010-2020:59).



FACTS AND FIGURES

Identity/Slogan: The inner city of The Hague…Pure The Hague

The inner city resembles the identity of the city on a small scale. Because of this the inner city characterizes thoroughly The Hague's identity and goes against the feeling of all inner cities looking similar.

The inner city is of and for everyone in the region The Hague. The shopping area has a superregional function providing to its target groups, the inhabitants, visitors and tourists, a mix of political- and shopping area and broad food retail, leisure, catering and entertainment facilities to more than one million inhabitants. According to the figures of Locatus 1.436 retail shops are located in the inner-city anno 2010. Each year more than 30 million people visit the core shopping area of The Hague. The table below provides some key figure of the inner city of The Hague.

Table 4.1-B

Key figures of the inner city of The Hague (Locatus 2010).

The inner city of The Hague		Logo
Total shop surface (m^2)	155.500	binnenstad den haag puurdenhaag.com
Number of units	1.436	
Visits per year (million)	31.5	
Catchment area (km)	30.0	
Car parks	15	

THE HISTORY

The origin of the inner city is related to the county Holland and the later Dutch government. The Dutch counts chose to settle down in The Hague in the thirteenth century and build a brick house, nowadays known as the 'Binnenhof'. This courtyard was enlarged by its successors and became it the permanent residential of the Dutch counts. Soon after that farmers, handicraftsman and traders housed next to the house of counts. They provided the growing courtyard and household services and essentials. This development resulted to the existence of the inner city of The Hague. The inner city characterized the long small streets and canals, where the activity occurred, nowadays still viewable in the inner city.

Figure 4.1-C
The Hague, Spuistraat in the older days (left) and in the current situation (right).

The city The Hague expanded in the seventeenth century at the side of the Spui; the origin of the once important course of navigation. The Hague grew, in par with the industrial revolution, in some decades to a city with 200.000 inhabitants in 1900. A lot of old buildings were demolished and replaced by high estates in the shopping streets. The new estates developed were abundant with several architecture styles that were popular in the Netherlands between 1870 and 1940. Especially, 'neo-Renaissance' and 'Art Nouveau' are still seen in the inner city of The Hague (figure 4.1-C). At the beginning of the twentieth century, the inner city of the Hague became a real metropolis, with a combination of old buildings and before that time striking modern architecture. Till the day of today these mix of old and new are a character of the inner city of The Hague.

Till the seventies the inner city of The Hague grew in a number of fields. Unfortunately, this growth came to a halt in the eighties and beginning nineties. The emergence of the theatres and the city hall- and library complex at the Spui marked, however the begin of a new period of investments, such as Spuimarkt, Haagse Bluf, Haagse Passage, the underground tram tunnel and car park.

THE INNER CITY OF THE HAGUE…PURE THE HAGUE

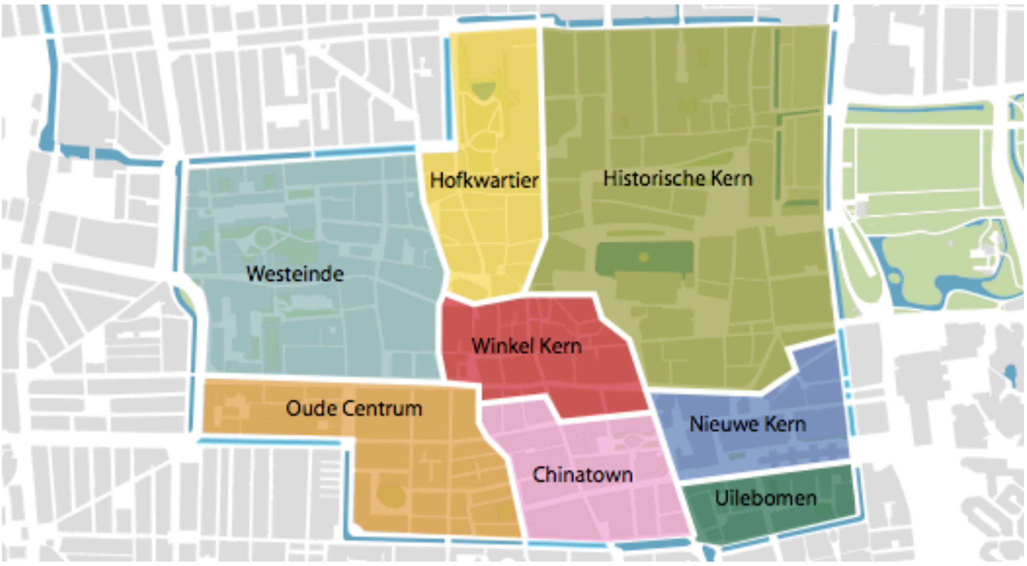
In 2006 the branding campaign '' the inner city of The Hague…pure The Hague was launched with the focal objective to attract and bind more visitors from the broad region The Hague. This campaign is based on the three important economic pillars, shopping, entertainment and culture and is targeted next to the inhabitants of region The Hague also at the consumer within a radius of thirty kilometres around The Hague. To reach the target groups at a greater distance, the inner city joined in and participated in the general campaigns of the 'The Hague Marketing'.

The branding activities, for the long-term, focus on the target groups by profiling the inner city as an inner city with high-quality shop-, catering industry- and culture area. The focus lies on variety and broad assortment with strong uniqueness located in an unique and lively ambiance in terms of culture, history, architecture, design of public space and public events. The campaign: "The inner city of The Hague…Pure The Hague" is presented more as an integrated experience, "worth at least a one day trip".

The inner city is the meeting place of the different living environments in the city. It is pre-eminently the area where different aspects of versatile The Hague is viewable. The inner city therefore consists of eight areas with their own respective function, sphere and appearance. The shop centre (in red) forms the heart. The other areas are situated as a garland around: historical centre, hofkwartier (yellow), Chinatown (pink), New centre (blue), Old centre (orange), Westeinde and Uilebomen (green).

Figure 4.1-D

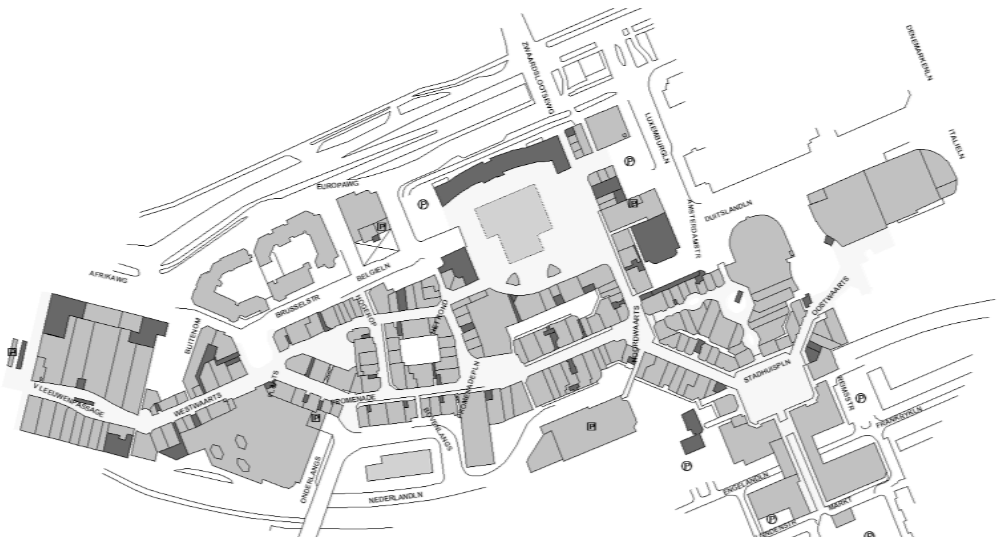
The atmosphere areas (Binnenstadsplan 2010-2020:63).



4.2 STADSHART ZOETERMEER

Stadshart Zoetermeeris the core shopping area of the medium-sized city Zoetermeer, which is located in the region ‘Haaglanden’. The shopping area consists of seven parts what becomes the Stadshart Zoetermeer. It is as well considered as an important as living-, leisure- and employment area. The coming paragraph describes a brief description regarding the history of Stadshart Zoetermeer.

Figure 4.2-A
Stadshart Zoetermeer (Locatus 2010).



FACTS AND FIGURES

Identity/slogan: Stadshart Zoetermeer got the most!

The branding campaign ‘Stadshart Zoetermeer got the most!’ was launched with the focal objective to attract and bind more visitors from the city Zoetermeer. It tries to profile the Stadshart Zoetermeer as a broad shops-, catering- and entertainment full shopping area. The focus lies on variety- and wide shop supply and entertainment supply located in a lively atmosphere in terms of architecture, design of public space, public events and entertainment facilities. The strategy focuses mainly on the inhabitants of Zoetermeer, but also covers the region Haaglanden (VPSZ and Unibail Romdaco, 02 February 2010).

Stadshart Zoetermeer, located close to The Hague, is the main shopping area of the medium-sized city Zoetermeer. The shopping area functions as a regional shopping area and offers over more than ten million visitors a broad retail-, food- and leisure facilities. The opening of a new extension in 2005 further enlarged its attraction to a total of more than 200 retail units. Well-served by public transport and free parking makes it easy to access for a broad catchment area also covering major cities in the region (Unibal Rodamco).

Table 4.2-B
Key figures of Stadshart Zoetermeer.

Stadshart Zoetermeer		Logo
Total shop surface (m^2)	75.500	
Number of units	205	
Visits per year (million)	11.0	
Catchment area (million)	1.9	
Parking places	3340	

THE HISTORY

The origin of the urban life in Zoetermeer lies in the Dorpstraat. The Dorpsstraat became the first shopping area in the fifties of the last century of the first neighbourhood, the village, by its geographic position. Because of its situation between The Hague and Gouda and it also crossed the important course of navigation between Delft and Leiden. By this, Dorpsstraat developed into an important intersection, what has been good for the economy of Zoetermeer.

After the Second World War there was nationally a huge demand on living accommodations by all the destructions. Because of this, the government approached the municipality of Zoetermeer to produce a structure plan for a city with 100.000 inhabitants: the growth of the village Zoetermeer to a complete city.

In the seventies Zoetermeer became ten thousands inhabitants richer and plans were made to construction a new city centre, the Stadshart Zoetermeer. The objective was to realise a city centre as a meeting place for the inhabitants and as highlight of the urban living. Inhabitants of Zoetermeer wished to have a human, liveable and sociable city centre. Therefore, the municipality chose to develop a city centre with the structure of a historical inner city: small streets and sheltered squares and mix of shops, dwellings, companies and recreational amenities.

The plan was for a part innovative; the design consisted two levels: the upper level for the consumers and the below level for the logistics. Bicyclists, pedestrians and shopping public of the Stadshart could go through the ground level of the shopping area. Concerning cars, parking places and the ‘stadslijn’ (now the Ranstadsrail) there was place under the ground level at the edges of the shopping area. This way the visitors walk and shop above these facilities.

Because of the economic crisis at that time, the architecture was kept soberly (see figure below). However, in the nineties, offices and shops and residential towers above the shops were constructed to offer some liveliness after closing hours. The restaurants, cinema hall, theatre and other entertainment facilities also contribute to keep visitors after closing time in the shopping area.

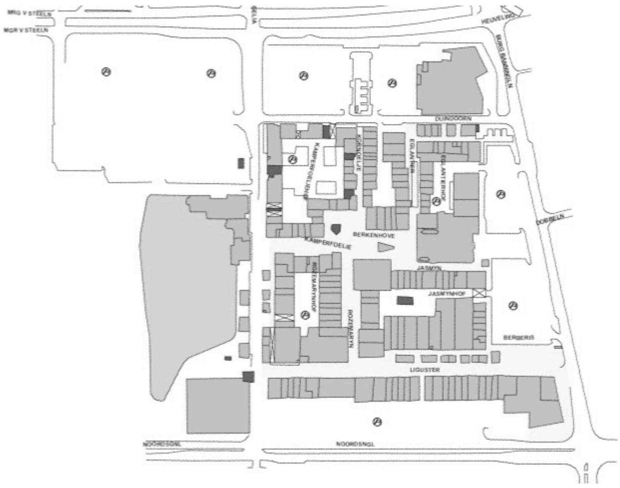
Figure 4.2-C
Soberly architecture in Stadshart Zoetermeer (left, source: Wikimedia Commons), Spazio Zoetermeer (right, source: Pieter Musterd 2009).

The construction of Stadshart Zoetermeer has actually not ever stopped. Almost a half decade ago, the Stadshart Spazio was developed at the west of the shopping area: a modern enlargement with shops, apartments and offices (see figure 4.2-C). The ‘UFO’, which includes a fitness club, became the eye-catcher. In the coming years the shopping area will be enlarged with the project Cadenza at the eastside. The project is a multifunctional centre development consisting of 11.000 m^2 shops, catering industry and leisure, 4.000-m2 office spaces, 200 dwellings, divided in two residential-towers and providing 800 parking places.

4.3 LEIDSENHAGE IN LEIDSCHEDAM-VOORBURG

Leidsenhage is the core shopping area of the municipality Leidschedam-Voorburg, which is located in the region ‘Haaglanden’. The area is considered as an important catering- and event and shopping area. The coming paragraph describes a brief description regarding the history of Leidsenhage.

Figure 4.3-A
Leidsenhage in Leidschedam-Voorburg (Locatus 2010).



FACTS AND FIGURES

Identitty/Slogan: Leidsenhage, covered shopping and free parking

The branding profiles Leidsenhage as an indoor shopping area, which as well provide free parking. The focus lies on the broad shop- and variety supply located in an attractive atmosphere in terms of accessibility, architecture, and design of public space, broad public events and service facilities. The strategy focuses mainly on the inhabitants of Leidschedam and Voorburg, but also covers the region ‘Haaglanden’.

The shopping area functions as a regional shopping area with more than 180 shops and around 3000 free parking spaces, Leidsenhage is considered as the place to be for an afternoon of enjoyable shopping in a covered mall. Close to ten million visitors each year appear for their weekly shopping, but also for the diverse fashion and other anchor stores, such as V&D, H&M and Kruidvat. Besides shopping, the shopping area organizes enjoyable activities for its visitors almost every week. The plenty of free parking makes this an easily accessible retail destination for a big retail area. The shopping area is easy accessible as well as for public transport and by car (Locatus and Unibal Rodamco).

Table 4.3-B
Key figures of Leidsenhage in Leidschedam-Voorburg.

Leidsenhage		Logo
Total shop surface (m^2)	73.500	
Number of units	180	
Visits per year (million)	9.4	
Catchment area (million)	2.1	
Parking places	3000	

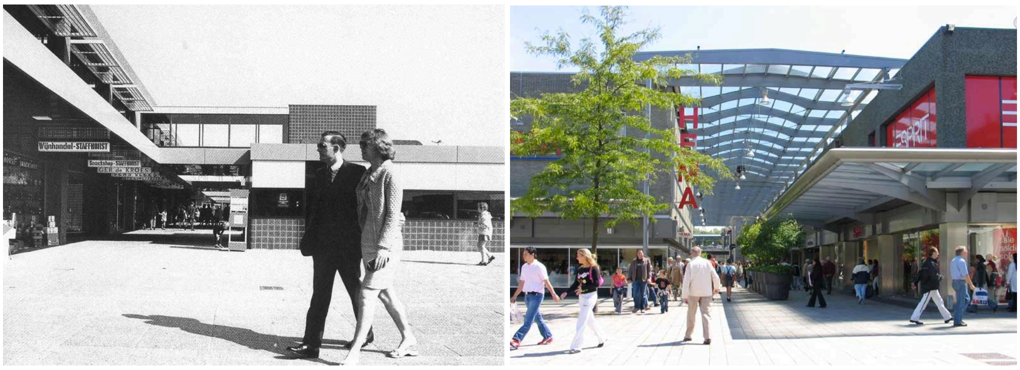
THE HISTORY

At the beginning of the sixties the initiative was taken to develop this shopping centre at the edge of Leidschedam. The location for the shopping area was carefully chosen so that two million people could reach the shopping centre within twenty minutes by tram, bus, train or car. The intended catchment area of the shopping area went from Leidschedam towards The Hague. From this perspective the name of the regional shopping area came to existence, namely 'Leidsenhage'.

The municipality and the Foundation shopping centre 'Leidsenhage', established by the chain stores V&D, C&A and the Bijenkorf were the initiators for the construction of the shopping area. The participation of these businesses ensured the shopping area a number anchors. In 1961, the architect Ernest F. Groosman got the task to design the new shopping centre in Leidschedam, Groosman (1917-1999), an architect who built many supermarkets and shopping centres in the Netherlands, and is especially renowned for his application of innovative construction techniques and systems. Groosman took his inspiration form America, where he visited new shopping centres in the 1955s and '60s. Though, the American examples had less specific influence on the design. The design for Leidsenhage existed from four quadrants where each quadrant contained a courtyard. This concept was derived from the urbanism of Rotterdam in the years after the war. Between the quadrants there were small pedestrian streets ending into a square in the middle of the shopping centre. At the outside of the shopping centre a series of kiosks besides the water was projected. This way the design of Leidsenhage was likely an open shopping centre. A proposal to cover the shopping centre completely was declined by the initiators. In the sixties this was a general feeling (Kooijman 1999:159-160).

In 1968 the construction of the shopping centre was started and finished in 1972. In 1981, there were some additions made, by adding a hotel, office buildings hotel and additional shops to the shopping centre. After these developments, the centre functioned perfectly, especially because of its clear structure and excellent accessibility, but after thirty years revitalization was necessary. The distinctive structure of the existing centre formed the point of departures for the revitalization.

Figure 4.3-C
The shopping area 'Leidsenhage' in 1972 (left)Hellinga, et. al. 2001) and today (photo: Harry van Reeken).

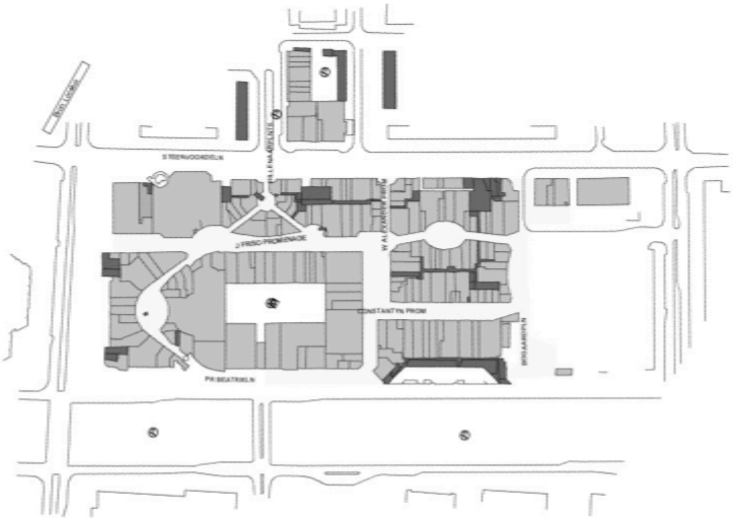


Preserving the original atmosphere, the revitalization (1994-1998) added two supermarkets, shops, and three pavilions with terraces overlooking the water, houses and parking facilities. A metal screen façade around the parking spaces enclosed the supermarkets. The new pedestrian area, a shopping street, featured a glazed roof, which made shopping in rainy days pleasant. The residential tower of seventeen levels in the parking deck became the landmark for the shopping centre. Thanks to these interventions, Leidsenhage could retain its combination of functions, both neighbourhood amenity and regional shopping area, whilst also retaining its parking capacity.

4.4 IN DE BOGAARD IN RIJSWIJK

In de Bogaard, is the main shopping area of the municipality Rijswijk, which is located between Generaal Spoorlaan, Sir Winston Churchilllaan and Prinses Beatrixlaan. The coming paragraph describes a brief description regarding the history of Leidsenhage, but firstly some fact and figures regarding this shopping area is given.

Figure 4.4-A
In de bogaard in Rijswijk (Locatus 2010).



FACTS AND FIGURES

Identity/slogan: surprisingly large and versatile!
The branding profiles "In de Bogaard" as a specialist's shops area of lifestyle, food, fashion, health & body and home decoration. The focus lies on the broad shop and versatile supply located in an versatile atmosphere in terms of architecture, design of public space, public events and service facilities. The strategy focuses mainly on the inhabitants of Rijswijk, but also covers the region Haaglanden (Locatus).

In de Bogaard offers a lot of diverse shops, department stores and specialist shops, such as V&D, Hema, H&M, Media Markt and Albert Heijn XL. The shopping area consists of almost 200 shops with a tempting and highly varied assortment. Next to shopping in the open air, the shopping areas as well provide covered shopping in its many passages. The shopping area is easy to reach by public transport and car, because of its nearness of highways and the station. The shopping area provides almost 3000 paid parking spaces (Locatus).

Table 4.4-B:
Key figures of 'In de Bogaard'.

In de bogaard in Rijswijk		Logo
Total shop surface (m^2)	55.500	WINKELCENTRUM in de bogaard Verrassend groot en veelzijdig!
Number of units	180	
Visits per year (million)	7.7	
Catchment area (million)	2.1	
Parking places	2800	

THE HISTORY

In 1957 the municipality of Rijswijk started to develop plans for a new shopping centre. The thought was to develop a more kind of American shopping centre, consisting a cinema hall, residential hotel, three large shopping warehouses, about 100 shop units and a few catering industry facilities. Finally, in 1961 the municipality of Rijswijk approached the architects Lucas and Niemeijer to design the new shopping centre (Lucas & Niemeijer 1967).

The location of the shopping centre was chosen because of its accessibility, in contradiction to others areas in that time. The location is situated at the western part of Rijswijk between four important roads and a favourable geographic position regarding to the catchment area. Next to that, the station for trams, bus and trains was and is still located on walking distance. In addition, the surroundings of the proposed location provided sufficient space for parking places.

The design of the architects duo resulted in four different shopping warehouses, which housed the shop units, that become by the shopping streets into one at the central square. The major anchors (Hema, V&D, C&A and Mediamarkt) are divided in the four shopping warehouses to obtain an optimal routing. This is the same principle as applied in the Lijnbaan in Rotterdam. The layout and organization of the shopping area 'In de Bogaard' is a typical example of a planned shopping centre from the sixties.

Next to the retail developments, the corners of the shopping area consisted of two office towers. Office facilities were limited as workers in offices make use of parking facilities in office hours, which could affect the performance of the shopping centre. In contradiction, office facilities as well attract consumers to the shopping centre.

In 1962 the construction of the shopping centre was started and realised in different phases. In 1964 'In de Bogaard' provided 60.000 m2 gross floor space and the primary catchment area enclosed amply 80.000 inhabitants, in particular from the direct surroundings of Rijswijk. In addition, it attracted as well many visitors from Delft, Westland and The Hague.

Figure 4.4-C
'In de Bogaard' in 1963 (Lucas & Niemeijer 1967) and today (Vidomes).

The years after the opening the shopping centre attracted a large amount of visitors by its attractiveness; closed and pleasant atmosphere, the variety of the supply with different products and broad parking facilities (Metamorfose van een winkelcentrum, Rijswijk 2002). In the end of the eighties the shopping area 'In de Bogaard' didn't fulfilled anymore at the consumers' requirements, which resulted in a decrease in amount of visitors. The decrease was additionally caused by developments of new shopping areas in the region 'Haaglanden'. Finally, at the end of the eighties the municipality took the initiative to revitalize the whole shopping area with some significant parties. The preparations took many years and accelerated in 1996 after two fire-incidents in the shopping area. Soon after the fire-incidents the upgrading of the shopping area started with the burnt down part.

05 RESULTS

This chapter describes the results acquired from the questionnaire survey. The first paragraph deals with the data gathered regarding the small and large shopping areas. The second chapter makes compares between the shopping areas. The third and last paragraph deals consists of cross case analysis to determine the effectiveness of branding and the influences of other determined factors.

5.1 DESCRIPTIVE STATISTICS

This paragraph describes results of the questionnaire survey to obtain insight into the consumers shopping behaviour in the two different kind of shopping areas.

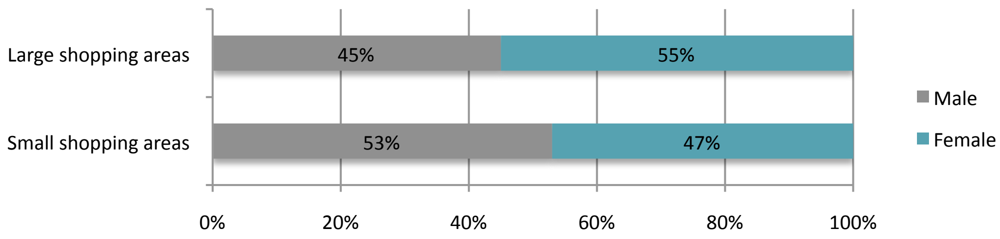
In total, 120 consumers were interviewed for the questionnaire survey. The respondents were a convenience sample selection of shoppers in small- and large shopping areas. The questionnaire was based on the attributes of consumer behaviour, (spatial) shopping behaviour, 'branding' and investments. Beforehand, the demographic is portrayed to get a perception of the respondents' gender and age.

DEMOGRAPHIC INFO

The in total sixty interviewed consumers in small shopping areas were almost equally divided in gender (female 47% against male 53%). Most of the respondents were aged between 31-45 and 60 years or older (both 27%) followed by people between 20-30 years of age (18%).

Table 5.1-A

Gender respondents.



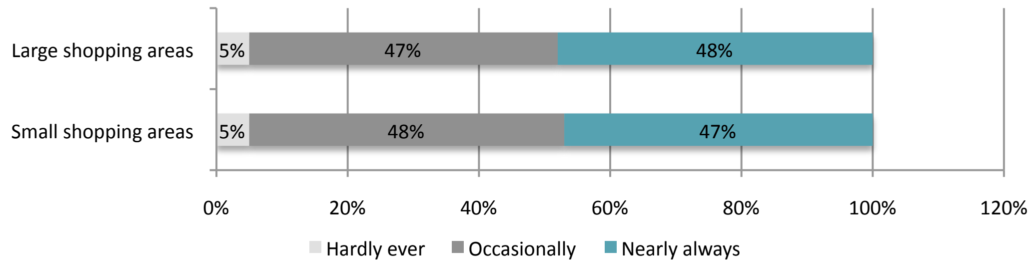
The sixty interviewed consumers in large shopping areas were as well almost equally divided in gender (female 55% against 45% male). Most of the respondents were aged between 20-30 years of age (48%) followed by people younger than 20 years (17%) and 31-45 years old (15%).

CONSUMER BEHAVIOUR

The majority of the respondents in small shopping areas assess 'shopping' as pleasant (80%), only a small part assesses 'shopping' as important (15%). The intentions of these shoppers are equally divided regarding their purpose for shopping: equivalent percentage respondent's state to shop for goal-oriented- and recreational purposes (both 42%). The majority of these shoppers declare to leave occasionally with unexpected purchases (53%). Most of these shoppers are furthermore wiling to travel up to thirty minutes concerning shopping (38%) and a considerable part even sixty minutes (33%). On average, small shopping area respondents are willing to travel up to thirty-nine minutes concerning shopping. Regarding the visit frequency, respondents' statements are almost equally divided. The majority of the respondents shop occasionally at the same shopping area (48%), but an almost equally part shop permanently at the same shopping area (47%).

The majority of respondents in large shopping areas assess 'shopping' as pleasant (43%) followed by important (22%) and a reasonable part even gets excited concerning shopping (18%). The majority of these respondents shop mostly for goal-oriented purposes (62%) and a reasonable part for looking around and relaxation indeed (28%). The majority leave as well occasionally and often with unexpected purchases (both 42%). The opinions regarding the travel time varies widely, still a little majority is willing to travel up to sixty minutes regarding shopping (37%). This results that a smaller part are willing to travel at least fifteen minutes (33%) and half an hour concerning shopping (30%). On average, respondents of large shopping areas are willing to travel thirty-six minutes to shop. Concerning the repeat visit frequency, the statements of the respondents are almost equally divided. The majority of the respondents shop nearly always at the same shopping area (48%), but a less difference part shop on occasion at the same shopping area (47%).

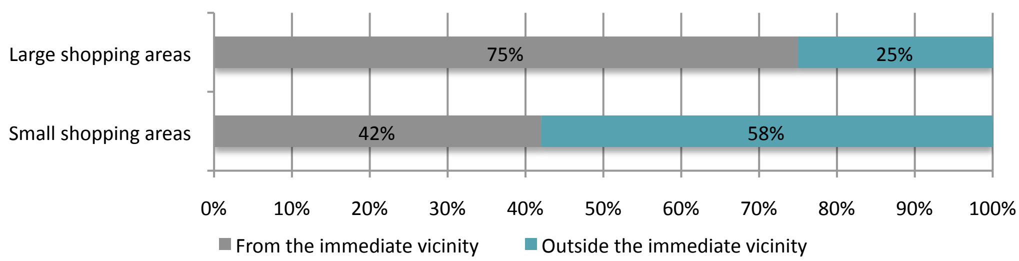
Table 5.1-B
The respondents' visit frequency.



SHOPPING BEHAVIOUR

Most respondents in small shopping areas come from outside the immediate vicinity (58% against 46% from the immediate vicinity). The car is by far the most used means of transport to visit small shopping areas (85%). Only smaller parts use the bicycle (10%) and public transport (5%) regarding a visit. The small shopping areas are especially visited concerning purpose-oriented shopping (50%), although reasonable parts visit as well concerning recreational purposes (33%) and buying groceries (17%). The majority of the respondents visit the small shopping areas especially for it's wide-ranging shop supply (83%). Next to that, the pleasant atmosphere & appearance (53%) and vicinity (50%) are other main reasons for visitation. Most respondents spend one to two hours at small shopping areas (42%), a smaller part spend longer than two hours (38%) and they are mostly visited weekly or twice a month (both 25%). A reasonable part does not find necessary to visit more frequent (30%). Most of the approached respondents visit other shopping areas in the region (87%). These competitors are on the whole visited once a month or lesser by the respondents (30%).

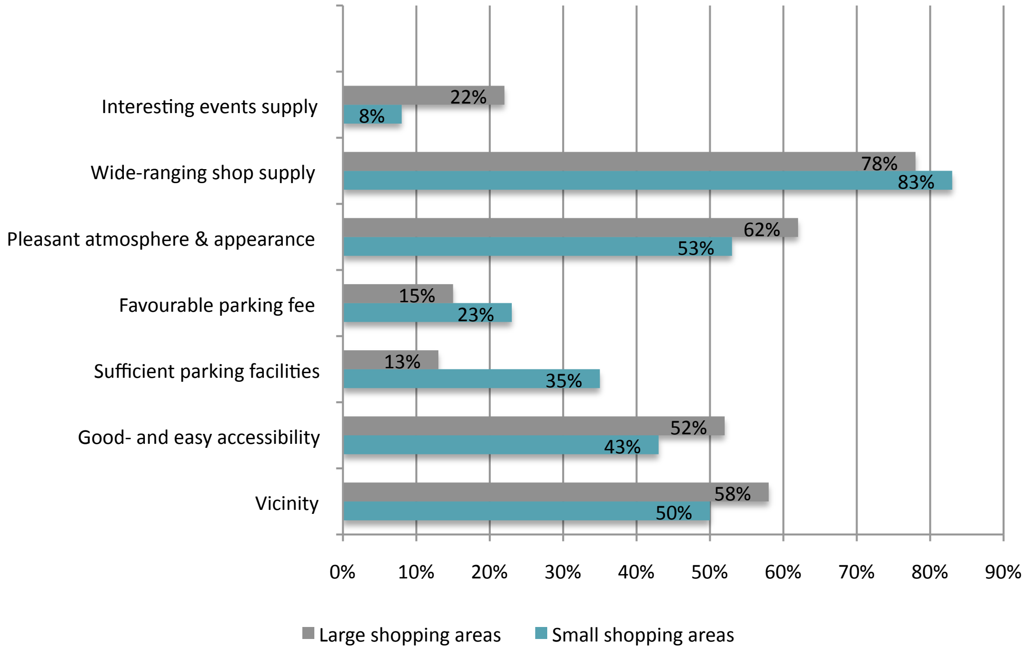
Table 5.1-C
The respondents' place of origin.



Most of the respondents of large shopping areas are from the immediate vicinity (75%). The bicycle is the primary means of transport (40%); others visit by car (32%) and public transport (27%). Most of the respondents visit large shopping areas for looking around and relaxation (47%), additionally a reasonable part visits concerning purpose-oriented purchases (37%). Large shopping areas are in particular visited for their wide-ranging shop supply (78%). Other main reasons are the pleasant atmosphere & appearance (62%), vicinity (58%), good and easy accessibility (52%). Most respondents spend less than one hour at large shopping areas (42%), a smaller part spend between one and two hours (37%). The majority of the respondents visit large shopping areas principally weekly (32%) and a smaller part between three and five times a week (25%). More than a half of the respondents visit other shopping areas (56%). These competitors are mostly visited once or less per month by the respondents (28%).

Table 5.1-D

Attraction factors.

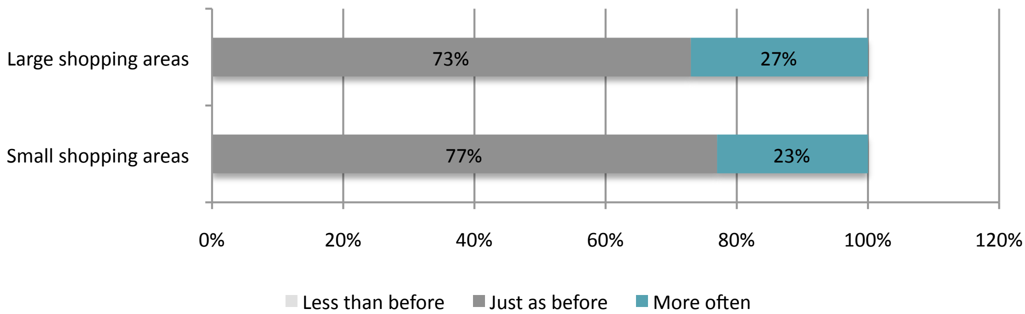


INVESTMENTS

According to the majority of the respondents, investments within small shopping areas results into (strong) improvements in the attractiveness factors: amount of shop supply (72%), atmosphere & appearance (70%), variation of shop supply (67%) accessibility (60%), quality of the shop supply (60%), function mix (55%) and parking facilities 52%. The developments result that a large part of the consumers' visit as much as before (77%) and a reasonable part even more frequent (23%). In addition, the larger part's length of stay is as much as before (83%) and that of a smaller part even increased (12%).

Table 5.1-E

Visit frequency after investments.

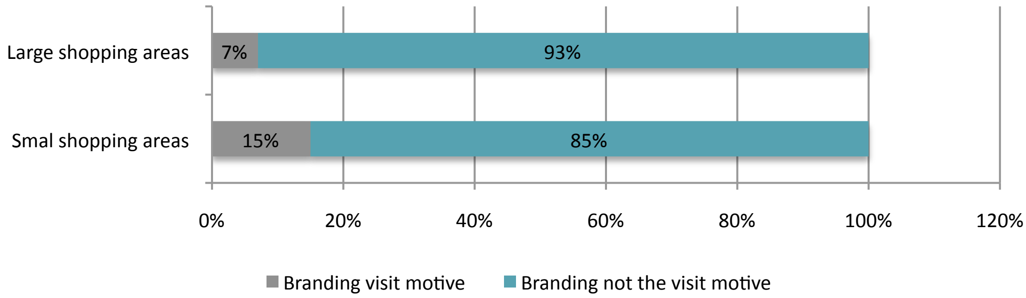


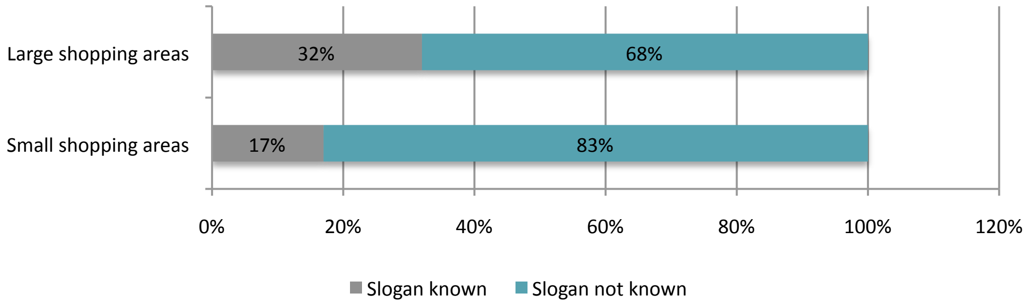
Most respondents in large shopping areas state that investments results as well into (strong) improvements in the attractiveness factors: the amount – (40%) and variation of the shop supply (50%) and function mix (55%). After the developments within large shopping areas, most respondents' visit frequency is as much as before (73%) and that of a reasonable part even more frequent (27%). The length of stay of most respondents remained the same (77%) and that of a small part even increased (12%).

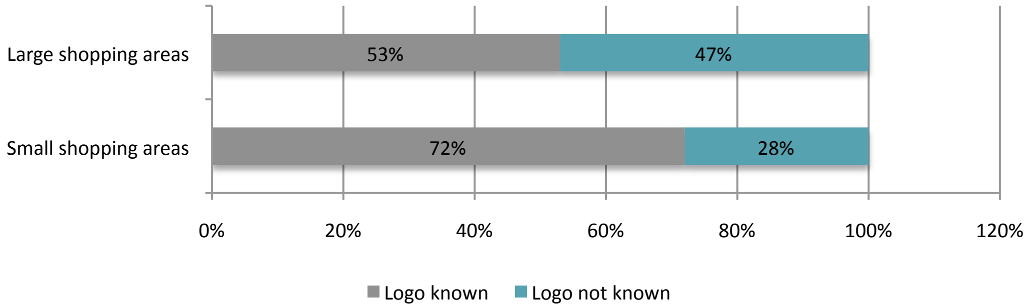
‘BRANDING’

Only a small part of the respondents visit small shopping areas, because of it’s ‘branding’ (15%). The slogan, the verbal expression by which the shopping area is associated, is known only by a small part (17%). On the other hand, the logo, the visual expression by which the shopping area is associated, enjoys more familiarity under the respondents (72%).

Table 5.1-F
Results branding elements.







In large shopping areas, only a very small part visit because of the ‘branding’ (7%). The slogan is known by a reasonable part of the respondents (32%). On the other hand, the logo, once again, enjoys more familiarity under the respondents than the slogan (53%).

5.2 COMPARING THE RESULTS

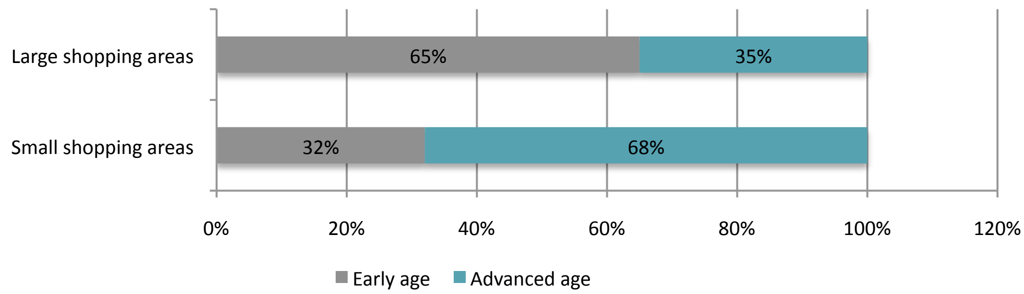
In this section both sorts shopping areas are compared on each other on the basis of the questionnaire survey results to indicate the differences as well the similarities.

DEMOGRAPHIC DATA

There are certain apparent differences and similarities in the demographic results of the small and large shopping areas. First of all, the gender over the two sort shopping areas is almost equally divided. Secondly, compared to small shopping areas, large shopping areas have larger number respondents at an early age (≤ 30 years, 33% more). On the other hand, small shopping areas have more respondents at an advanced age (≥ 31 years, 33% more compared to large shopping areas).

Table 5.2-A

Age respondents.



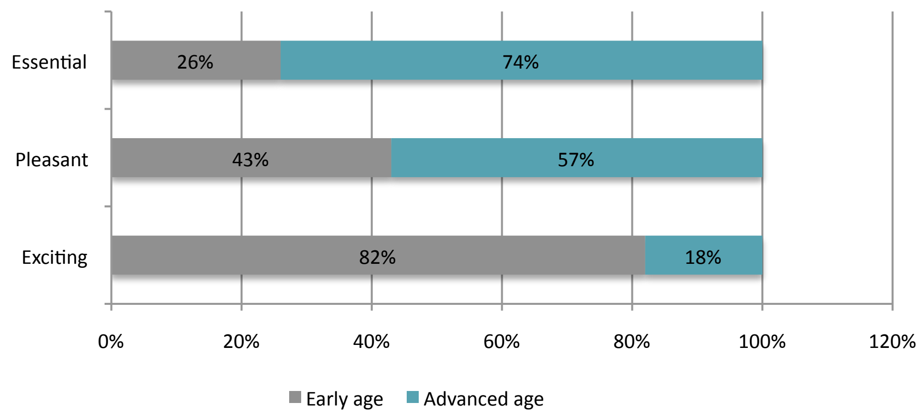
- **Large shopping areas are predominantly visited by people at an early age, in opposition to small shopping areas, which are for the most part visited by people at an advanced age.**

CONSUMER BEHAVIOUR

To start with, it is notable that only respondents of large shopping areas get excited of 'shopping' (18% against 0%). These respondents were predominantly of early age (82%). Respondents of an advanced age assessed shopping more as essential (74%) and pleasant (57%).

Table 5.2-B

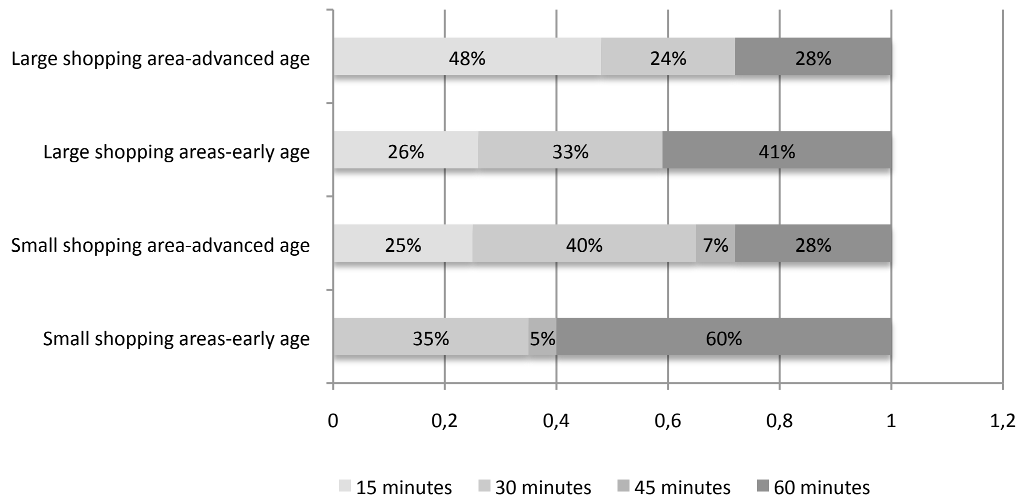
Assessment shopping versus age.



But then again, the number of shoppers that assess 'shopping' as pleasant is much larger in small shopping areas compared to large shopping areas (37% more). Compared to respondents of small shopping areas, a larger number of respondents of large shopping areas shop for purpose-oriented shopping (20% more). Opposite that, more respondents of small shopping areas shop for recreational purposes (14% more), where the activity itself is far more important than the purchase self. Another noticeable difference is that respondents of larger shopping areas, compared to respondents of small shopping areas, leave more often with unexpected purchases (20% more).

Concerning the travel time, the results of the respondents of both sorts of shopping areas are almost equally. On average, respondents of small shopping areas are willing to travel a bit longer for shopping than respondents of large shopping areas (39 against 36 minutes). The average travel time of small shopping areas' respondents is higher since a larger part of the respondents at an early age, compared to the early aged respondents of large shopping areas, are willing to travel up to sixty minutes concerning shopping (19% more). Respondents at an advanced age particularly are willing to travel up to thirty minutes.

Table 5.2-C
Maximum travel time versus age.



Concerning the repeat visit frequency, both results are almost similar: approximately a half of both respondents state to visit nearly always at the same shopping area (47 against 48% of large shopping area' respondents).

- **More respondents of small shopping areas assess shopping as pleasant than respondents of large shopping areas.**
- **Respondents of large shopping areas shop for the acquisition of purpose-oriented purchases and that of small shopping areas for recreational shopping.**
- **Respondents of small shopping areas are willing to travel longer regarding shopping than respondents of large shopping areas.**
- **Almost a half of both respondents visit nearly always the same shopping area.**

SHOPPING BEHAVIOUR

Respondents from small shopping areas use in a larger number the car compared to the interviewed visitors in the large shopping areas (53% more). In addition, a larger number of respondents of small shopping areas, compared to the respondents of large shopping areas, visited for purpose-oriented purchases (13 more). On the other hand, respondents of large shopping areas visit more for recreational shopping (14% more than respondents of small shopping areas). Also noticeable is that same amount of respondents in both sorts of shopping areas that visit for buying groceries (both 17%).

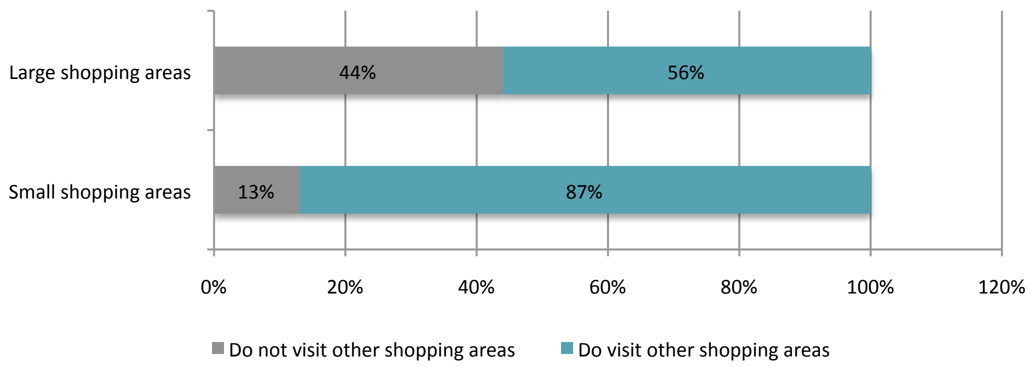
More or less, an equally amount of the respondents of both cases visit the shopping areas, because of the same qualitative reasons: vicinity (50% against 58%), accessibility (43% against 52%), atmosphere & appearance (53% against 62%) and wide-ranging shop supply (83% against 78%). A larger number of respondents of small shopping areas, compared to large shopping areas, visit regarding the parking facilities and parking fee (respectively 22% and 8% more). On the other hand, much more respondents of large shopping areas, compared to small shopping areas, visit regarding the events supply (22% more).

The length of stay of the respondents of small shopping areas is in general longer than that of large shopping areas (22% more). Against this, large shopping areas are visited more frequent than small shopping areas (15% more).

In addition, respondents of both sorts shopping areas visit competitive shopping areas. Respondents of small shopping areas visit to a great extent competitive shopping areas compared to respondents of large shopping areas (31% more). These competitive shopping areas are visited more frequent, by the respondents of the small shopping areas, than that of large shopping areas (14% more).

Table 5.2-D

Binding shopping areas.



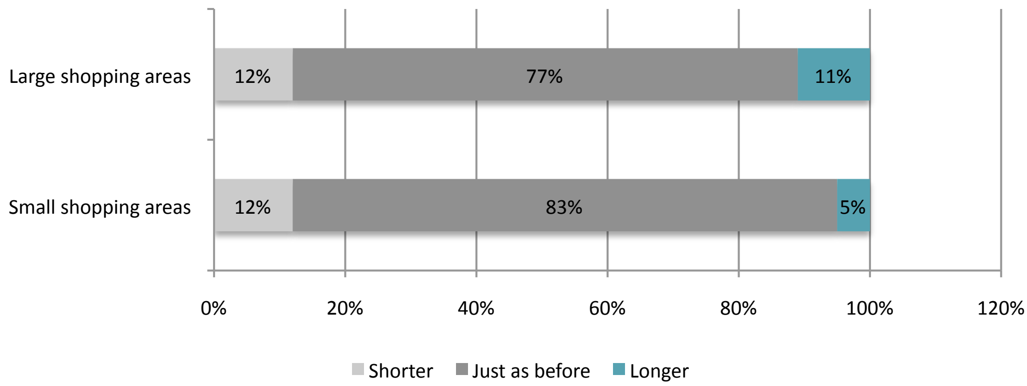
- **Small shopping areas mainly visited for purpose-oriented shopping and large shopping areas mostly for recreational shopping.**
- **The complete supply, pleasant atmosphere & appearance, vicinity and accessibility are the main reasons to visit shopping areas.**
- **The length of stay of small shopping area respondents is longer than that of large shopping areas.**
- **On the other hand the large shopping areas are visited more frequent than small shopping areas.**
- **Respondents of small shopping areas are less loyal than that of large shopping areas.**

INVESTMENTS

From the recognitions given by the respondents, on the investments in the respective shopping areas, it becomes obvious that developments are especially appreciated by a larger amount of respondents of small shopping areas. The factors that are appreciated in a much larger extent by the respondents of small shopping areas compared to respondents of large are: accessibility (32% more), parking facilities (22% more), atmosphere & appearance (33% more), quality shop supply (23% more), amount shop supply (32% more), variation shop supply (17% more) and events supply (8%).

Comparing the results of 'the visit frequency after the investments', it becomes obvious that both sorts shopping areas are visited more or less as often by a large amount of their respondents (77% of small- and 73% of large shopping areas). In addition, in both sorts shopping areas a somewhat same amount of respondents visit more frequently (23% of small- and 27% of large shopping areas). This outcome is, by the way, as well noticeable in the results of 'the length of stay after the investments'. In both sorts shopping areas a large amount of respondents state that their length of stay remained the same after the developments (83% small- and 77% large shopping areas). Noticeable is the fact that a larger amount of the respondents of large shopping areas stated that their length of stay became increased after the developments, compared to the respondents of small shopping areas (6% more).

Table 5.2-E
Length of stay after investments.



- **Investments within small shopping areas are more appreciated than within large shopping areas.**
- **Investments in as well small- as large shopping areas predominantly supports to maintain the position in the retail market.**

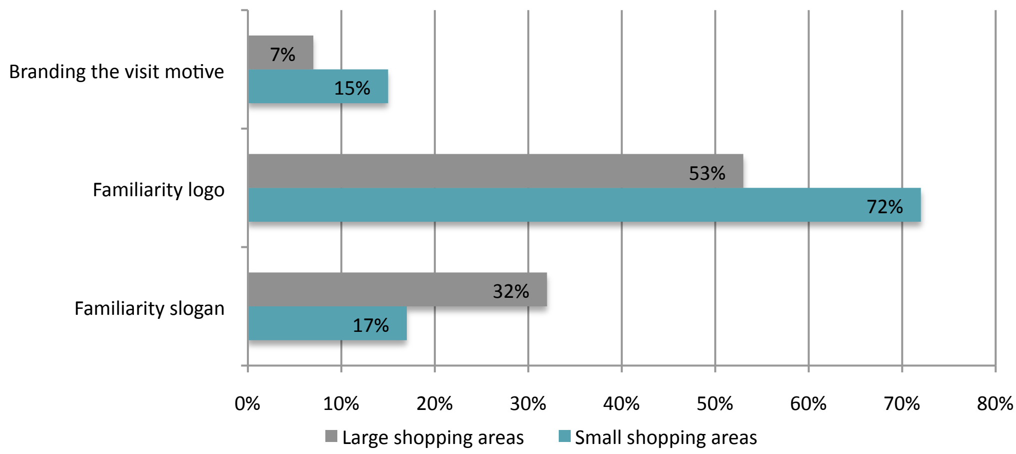
'BRANDING'

Slogans of large shopping areas are more known than that of small shopping areas (15% more). Remarkable is the fact that in both cases, a large amount of respondents aren't familiar with the slogan of the shopping areas, which they visit frequently (83% of small- against 68% of large shopping areas).

In contrast to the slogan, the logo is far more known by the respondents of both cases (38% more). Though, the logo of the small shopping areas is more known by the respondents than the respondents of the large shopping areas (19% more).

On the whole, a large number of respondents does not visit the shopping areas regarding the 'branding' (89%). Still, a small part, but important part for this research, does visit the shopping area because of the 'branding' (11%). From the survey it becomes also clear that a larger amount respondents of small shopping areas (15%), compared to respondents of large shopping areas (7%), visit the respective shopping area because of it's 'branding' (8% more).

Table 5.2-F
Familiarity of the branding elements.



- **'Branding' of small- and large shopping areas seems to be limited effective.**
- **Still, 'branding' of small shopping areas seems to be more effective than large shopping areas.**

FURTHER ANALYSIS

This part describes the selected variables and important points of attention for further analysis of the results provided in the previous pages.

SELECTED VARIABLES FOR FURTHER ANALYSIS

In total 13 out of the 120 interviewed respondents have indicated to visit because of the 'branding', which results into a response rate of 11 percent. 'Branding' of shopping areas, therefore seems to have a limited effect to attract consumers. As the response rate is considered as low and insufficient for logistic regression analysis, moreover the credibility of 'branding' being the visit motive could be questioned as well, an cross case analysis is applied to figure out correlations.

Considering the available time left for this research and the usefulness additionally could be questioned as well to make an analysis for all the variables, a set of critical variables, that are important regarding the 'branding' of shopping areas, are selected. By doing this, the effectiveness of 'branding' regarding shopping areas can be indicated. The variables that are important to ascertain the effectiveness of 'branding' regarding shopping areas for further analysis are: 'branding as the visit motive', 'place of origin respondent' and 'binding'.

Additionally, as only a small part, 11 percent, of the respondents did visit the shopping areas because of the 'branding'; it has to be identified whether the visit actually is caused by the 'branding' or perhaps other determined factors. To be able to indicate the factors that influence the visit the following variables are selected for further analyses are: 'repeat visit frequency', 'investments' and 'attractiveness factors'.

5.3 CROSS CASE ANALYSIS

This part describes the results of the cross case analysis. In the analysis ‘branding’ (not) being the visit motive is positioned against the selected critical variables. Throughout this analysis, the effectiveness of ‘branding’ regarding shopping areas could be indicated, the hypotheses could be tested and the factors that influence the visit could be indicated as well.

THE EFFECTIVENESS OF ‘BRANDING’

The effectiveness of branding is determined by the performances of the variables ‘branding as visit motive’, ‘place of origin respondent’ and ‘binding’.

VARIABLE: ‘BRANDING AS VISIT MOTIVE’

Through positioning this against the scale levels of the shopping areas an indication could be given regarding the effectiveness of ‘branding’ in attracting consumers.

On the whole, 13 out of the 120 interviewed respondents indicate to visit regarding the ‘branding’, which results into a response rate of 11 percent. When distinguishing the results into scale levels it results that only a small part of the respondents in small shopping areas only visit regarding the ‘branding’ (15%). Concerning large shopping areas, an even slighter part is observed (7%). These results indicate that ‘branding’ regarding small- as well large shopping areas seem to be limited effective to attract consumers. Additionally, noticeable is the fact that ‘branding’ of small shopping areas seems to be twice as effective in attracting consumers compared to that of large shopping areas.

Table 5.3-A:
‘Branding’ (not) being the visit motive versus scale levels shopping areas.

	Scale			
	Small shopping area (n=60)		Large shopping area (n=60)	
‘Branding’ being the visit motive	Yes	No	Yes	No
Percentage	15%	85%	7%	93%

‘Branding’ of small- as well large shopping areas seems to be limited effective to attract consumers.

VARIABLE: PLACE OF ORIGIN RESPONDENT

Through positioning the place of origin of the respondent against the ‘branding’ (not) being the visit motive an indication could be given regarding the effectiveness of ‘branding’ to attract consumers from the immediate vicinity.

Considering small shopping areas, the cross case result, that a huge part of the respondents that visit regarding the ‘branding’ does not originate from the immediate vicinity (78%). Only as small part of the respondent that visits regarding the branding originates from the immediate vicinity (22%). In opposition, an almost half of the respondents that declare that their visit was not caused by the ‘branding’ originate from the immediate vicinity (45%). This indicates that ‘branding’ of small shopping areas could be considered as limited effective to attract consumers from the immediate vicinity since more respondents originate from the immediate vicinity without even being familiar with the ‘branding’ (23% more). Additionally, noticeable is the fact that ‘branding’ of small shopping areas seems to be more effective to attract consumers from distant rather than the immediate vicinity.

Table 5.3-B:

'Branding' (not) being the visit motive versus place of origin respondent visitor.

	'Branding' being the visit motive			
Scale	Small shopping area (n=60)		Large shopping area (n=60)	
	Yes (n=9)	No (n=51)	Yes (n=4)	No (n=56)
Place of origin respondent				
In the immediate vicinity	22%	45%		80%
Outside the immediate vicinity	78%	55%	100%	20%

Concerning large shopping areas, the cross case result, that all the respondents that visit regarding the 'branding' originates from outside the immediate vicinity. On the contrary, a huge part of the respondents that declare that their visit was not caused by the 'branding' originate from the immediate vicinity (80%). These results even strengthens the fact that 'branding' of large shopping areas as well seems not effective to attract consumers from the immediate vicinity.

- **'Branding' of small shopping areas seems to be limited effective to attract consumers from the immediate vicinity.**
- **'Branding' of large shopping areas seems to be not effective to attract consumers from the immediate vicinity.**

VARIABLE: BINDING

Through positioning the variable 'binding' against the 'branding' (not) being the visit motive an indication could be given regarding the effectiveness of 'branding' to bind consumers and therefore to distinguish from the competitors.

This cross case results that only a small amount of the small shopping area respondents, that acclaim that the branding caused their visit, does not visit other shopping areas (22%). Respondents that did not visit regarding the branding as they additionally are not familiar with the 'branding' does not visit in a much larger number other shopping areas (20% more). This indicates that 'branding' of small shopping area seems to be able to bind a smaller amount of the respondents. 'Branding' of small shopping areas therefore seems limited effective to bind consumers and therefore to distinguish from the competition.

Table 5.3-C:

'Branding' being the visit motive versus binding.

	'Branding' being the visit motive			
Scale	Small shopping area (n=60)		Large shopping area (n=60)	
	Yes (n=9)	No (n=51)	Yes (n=4)	No (n=56)
Competition				
Does visit other shopping areas	78%	58%	100%	36%
Does not visit other shopping areas	22%	42%		64%

Concerning large shopping areas the results show that all of the approached respondents do visit other shopping areas. Respondents that did not visit regarding the branding as they additionally are not familiar with the 'branding' does not visit in a larger number other shopping areas (64% more). This indicates that 'branding' of large shopping area seems not able to bind consumers. 'Branding' of large shopping areas therefore seems to be not effective to bind consumers and therefore to distinguish from the competition.

- **'Branding' of small shopping areas seems limited effective to bind consumers and therefore to distinguish from the competition.**
- **'Branding' of large shopping areas seems to be not effective to bind consumers and therefore to distinguish from the competition.**

VARIABLES INFLUECING THE VISIT

From the cross cases it becomes apparent that their exist clear differences of the application of 'branding' on both shopping areas. The cross cases additionally resulted that in most cases 'branding' seems to be limited effective. As 'branding' could be considered limited effective and the 'branding' being the visit motive could be questioned as well, 'branding' (not) being visit motive is positioned against other determined variables that could have influenced the visit. The following selected variables were selected for further analysis the 'repeat visit frequency, 'attractive factors' and 'investments'.

VARIABLE: REPEAT VISIT FREQUENCY

'Branding' aims at creating brand loyalty, which is achieved by binding consumers regarding the shopping area. However this could be influenced by the consumers' shopping behaviour, as they could shop hardly ever, occasionally and nearly always at the consistent shopping area. Therefore this cross case is selected to determine if this shopping behaviour influences the respondents'' visit.

Concerning small shopping areas the cross case show that only a small part of the respondents that visit regarding the 'branding' shop nearly always at the same shopping area (22%). This amount indicates that only 22 percent of the respondents are influenced regarding their visit. Respondents that did not visit regarding the 'branding' shop in a larger number at the same shopping area than the respondents that visit regarding the 'branding' (29% more). This indicates that the shopping behaviour of the respondents that visit regarding the branding seem to influence the visit in a low extent.

Table 5.3-D:
'Branding' (not) being the visit motive versus repeat visit frequency of shopping in the same shopping area.

	'Branding' being the visit motive			
Scale	Small shopping area (n=60)		Large shopping area (n=60)	
	Yes (n=9)	No (n=51)	Yes (n=4)	No (n=56)
Repeat visit frequency				
Hardly ever		6%		5%
On occasion	78%	43%	100%	43%
Nearly always	22%	51%		52%

The circumstances regarding large shopping areas is particularly the same, as none of the respondents that visit regarding the branding visit consistently the same shopping area. As a result, the visit frequency does not seem to influence the respondents' visit.

- **The visit frequency seems to influence the respondents' visit in small shopping areas.**
- **The visit frequency does not seem to influence the respondents' visit in large shopping areas.**

VARIABLE: ATTRACTIVENESS FACTORS

This cross case indicates which attraction factors influences the 'branding' as the visit motive the most.

Concerning small shopping areas the attraction factor shop supply seem to influence the visit of the consumer the most since a large amount of both respondents state to visit as well regarding this attraction factor (78% and 85%). Next to this factor, other factors such as accessibility (78%) and atmosphere & appearance as well seem to influence the respondents' visit.

The attraction factor shop supply seems as well influencing the respondents' visit as this factor is mentioned by a large number of both respondents (100% and 77%) Other factors that influence the visit of the large shopping area respondents are the atmosphere & appearance and parking fee.

Table 5.3-E:

'Branding' (not) being the visit motive versus the attractiveness factors.

	'Branding' being the visit motive			
Scale	Small shopping area (n=60)		Large shopping area (n=60)	
	Yes (n=9)	No (n=51)	Yes (n=4)	No (n=56)
Attractiveness factors				
Vicinity	22%	55%		63%
Good- and easy accessibility	78%	37%		55%
Sufficient parking facilities	22%	41%		14%
Favourable parking fee	44%	20%	100%	9%
Pleasant atmosphere & appearance	56%	53%	100%	59%
Wide-ranging shop supply	78%	85%	100%	77%
Interesting events supply		10%		23%

- **The attractiveness factors: shop supply, atmosphere & appearance and accessibility seem to influence the visit of the small shopping areas respondents.**
- **The attractiveness factors: shop supply, atmosphere & appearance and parking fee seem to influence the visit of the large shopping areas respondents.**

VARIABLE: INVESTMENTS

This cross case indicates whether investments influence the respondents' visit as these developments especially aim to give the shopping area an impulse.

Respondents of small shopping areas that do (not) visit because of the 'branding' in overall reasonable degree state that investments at least improved attractiveness. When considering if these developments caused an increase in their visit frequency, the results of both respondents are almost similar, which indicates that investments certainly influence the respondents' visit.

Table 5.3-F:

'Branding' being the visit motive versus the visit frequency after developments.

	'Branding' being the visit motive			
Scale	Small shopping area (n=60)		Large shopping area (n=60)	
	Yes (n=9)	No (n=51)	Yes (n=4)	No (n=56)
Visit frequency after investments				
Less than before				
Just as before	78%	77%		79%
More often	22%	23%	100%	21%

All respondents of large shopping areas that visits regarding the branding state that investments at least improved the attractiveness. Respondents that do not visit regarding the branding are more varied in their opinion and as well less positive regarding the effects of investments. When considering if these developments caused an increase in their visit frequency, the results of both respondents vary widely, nevertheless the investments certainly influence the respondents' visit as all the respondents that visit regarding the branding claim to visit more often after the investments

Investments within small- as well large shopping areas seem to influence the respondents' visit (frequency).

PART IV

CONCLUSIONS AND RECOMMENDATIONS

06 CONCLUSION, DISCUSSION & RECOMMENDATIONS

This chapter deals with the objective of this research, to explore whether 'branding' could be considered as the key marketing tool for shopping areas, which want to position good in the retail market and surely want to be assured of success.

Beforehand, the proposed hypotheses are tested on the basis of the empirical research in the first paragraph. After that, the second paragraph discusses the theoretical and practical insights gained from the theoretical- and practical framework. Finally, the chapter ends with evaluating the procedures and methods that are applied in this particular research. In addition, recommendations are given for further research.

6.1 CONCLUSIONS

This paragraph attempts to provide a well-ground answer regarding the following main research question on the basis of the accomplished theoretical and practical research.

Is 'branding' the keyword for shopping areas, to position good in the retail market, and to be assured of success?

To provide a well-ground answer regarding the main research question, the practical research question is firstly answered. The practical research question is:

How effective is 'branding' concerning shopping areas?

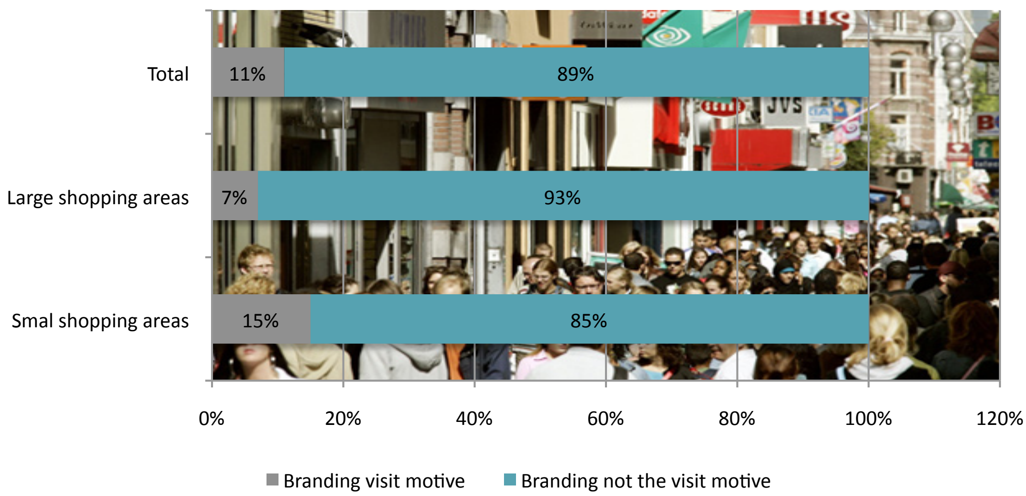
From the theory it became apparent that 'branding' concerning shopping areas especially aims to attract consumers (from the immediate vicinity), bind consumers and differentiate from the competition.

Effectiveness concerning attracting consumers

Considering attracting consumers, the practical research result that 'branding' seems to be limited effective in this intention. As on the whole, branding seems to attract only a small part of the total respondents for a visit (11 percent, n=13). This result is as well noticeable when taking the scale levels of the shopping areas into consideration: respectively 15 and 7 percent of small- and large shopping respondents visit concerning the branding. 'Branding' of small shopping areas additionally seems to be more effective to attract consumers than 'branding' of large shopping areas. Nevertheless both response rates are as well considered as low and insufficient and consequently branding seems to be limited effective to attract consumers for as well small- as large shopping areas.

Table 6.1-A

Effectiveness of branding regarding attracting consumers.



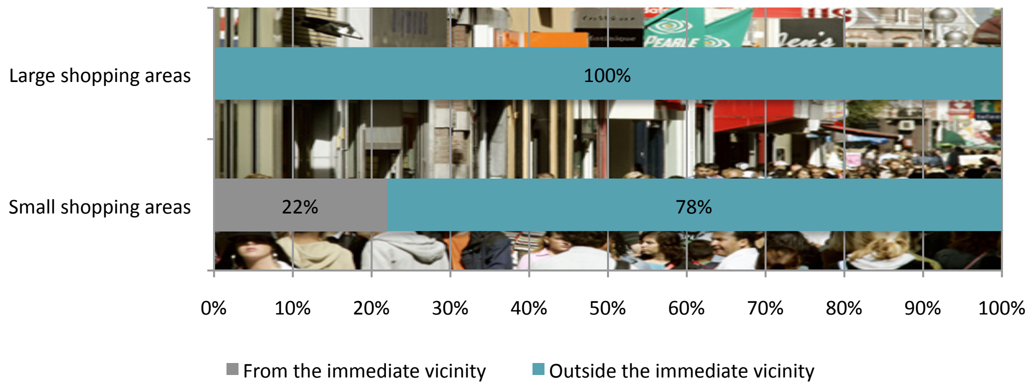
Effectiveness concerning attracting consumers from the immediate vicinity

When differentiating the respondents concerning their place of origin, it becomes evident that branding seems to be more effective to attract consumers from distant rather than from the immediate vicinity. Only

22% percent of the respondents in small shopping areas that visit regarding the branding originate from the immediate vicinity in opposition to the 78 percent that originates from outside the immediate vicinity. All respondents of large shopping areas that visit regarding the branding even originate from outside the immediate vicinity (100%). 'Branding' of shopping areas consequently seems to be limited effective in attracting consumers from the immediate vicinity.

Table 6.1-B

Effectiveness of branding regarding attracting consumers from the immediate vicinity.

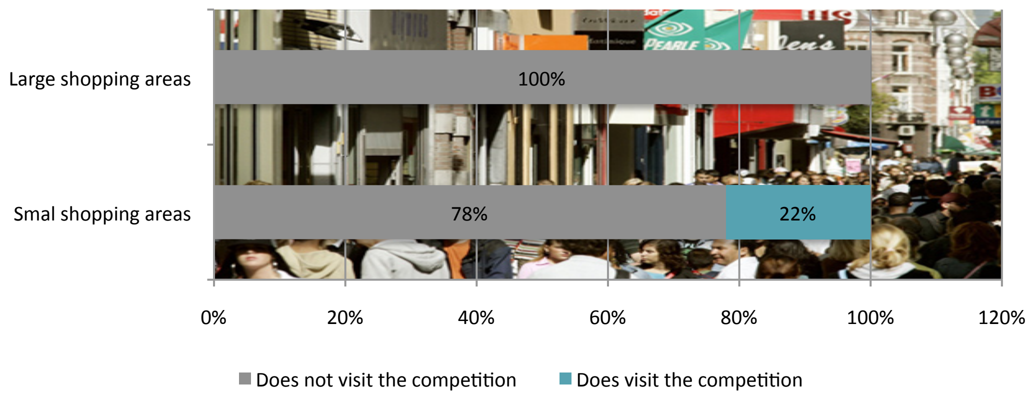


Effectiveness concerning binding consumers and differentiating from the competition

Regarding the intention of 'branding' to bind consumers the empirical research results show that only a small part of the respondents that visit regarding the branding additionally does not visit other competitive shopping areas (22%). Concerning large shopping areas all the respondents seem to visit other shopping areas (100%). 'Branding' of shopping areas consequently seems, once again, to be limited effective to bind consumers and therefore to distinguish from the competition.

Table 6.1-C

Effectiveness of branding regarding binding consumers.



Effectiveness of 'branding' concerning shopping areas

Based on the results of the interviews and cross case analysis, one can conclude that the effectiveness of 'branding' concerning small- and large shopping areas is considered as limited effective.

TESTING HYPOTHESES

The following two hypotheses were formulated to test in this particular research.

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1. **'Branding' is the keyword for small shopping areas, to position good in the retail market, and to be assured of success.**
2. **'Branding' is the keyword for large shopping areas, to position good in the retail market, and to be assured of success.**

On the basis of the results of the interviews among visitors in branded small- and large shopping areas and a cross case analysis, one can conclude that the effectiveness of 'branding' concerning small- and large shopping areas could be considered as limited effective and therefore not the keyword for shopping areas. Hence the two hypotheses should be rejected.

FINAL CONCLUSION

Since the two formulated hypotheses are rejected, the final conclusion of this research is as follows:

'Branding' is not the keyword for small- as well large shopping areas, to position good in the retail market, and to be assured of success.

6.2 DISCUSSION

From the results of the questionnaire survey it became apparent that the 'branding' only functioned for a little part of the respondents as the visit motive (11 percent of the total 120 respondents). Since the majority, acclaimed that their visit was not caused by the 'branding' (89 percent); it became evident that other factors had determined the consumers' visit. Seeing that the response rate was considered as low and insufficient for logistic regression analysis, moreover the credibility of 'branding' being the visit motive was questioned as well, an cross case analysis was applied to ascertain whether the 'branding' indeed caused the consumers' visit. Since the usefulness to make an analysis for all the variables could be questioned, a set of critical variables, that are important regarding the 'branding' of shopping areas, were selected to determine its influence regarding the respondent's visit. This paragraph hence discusses the gained insight from the theoretical- and practical framework.

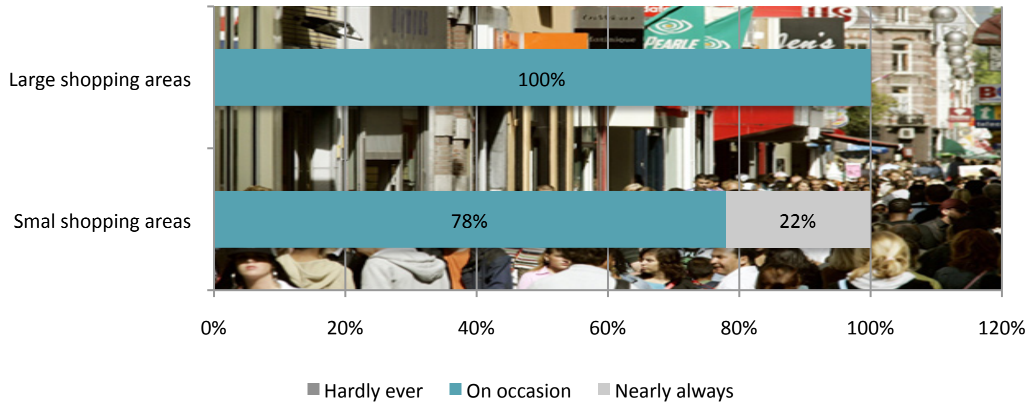
INFLUENCE OF CONSUMER TRENDS

The theoretical framework pointed out that in the current society shopping plays an important role than ever since shopping is considered as one of the most important leisure activities of Dutch people. Shopping is considered as an enjoyable and experience full activity, which mainly takes place in shopping areas that appeal the most to the consumers. In contradiction to this behaviour, branding of shopping areas aim to attract the consumer regularly at the same shopping area. For that reason, the consumers' behaviour regarding the repeat visit frequency was put in opposition to branding (not) being the visit motive in a crosstab. By performing this cross case its influence on 'branding' (not) being the visit motive was determined.

The practical framework resulted, concerning small shopping areas, that only a small part of the respondents that visit regarding the 'branding' nearly always shop at the consistent shopping area (22%). This meant that only 22 percent of the respondents' visit could have been influenced by the consumer behaviour regarding the visit frequency. Respondents that did not visit regarding the 'branding' shop in a larger number at the consistent shopping area than the respondents that visit regarding the 'branding' (29% more). This indicated that the visit frequency of the respondents that visit regarding the branding seemed to influence the visit, although in a low extent.

Table 6.2-A

Influence consumers' repeat visit frequency concerning branding of shopping areas.



The circumstances regarding large shopping areas were particularly the same, as none of the respondents that visit regarding the branding visit consistently the same shopping area. As a result, the visit frequency did not seem to influence the respondents' visit.

The visit of the respondents of small shopping areas that acclaim branding being their visit motive seemed to be influenced by the consumers' behaviour regarding the visit frequency (22%). The visit of the respondents of large shopping areas that acclaim branding being their visit motive seemed not to be influenced by the consumers' behaviour regarding the visit frequency. On the basis of the results of the cross cases branding being the visit motive consequently could be considered as doubtful for small shopping areas. Concerning large shopping areas, branding being the visit motive could as well be considered as doubtful, since the results are based on a response rate of 7 percent, which is considered as low and therefore undependable.

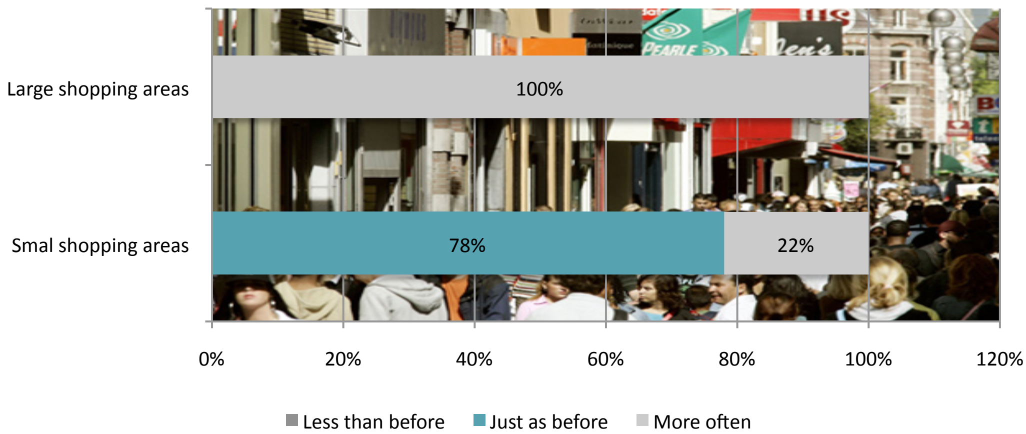
INFLUENCE OF RETAIL DEVELOPMENTS

The theoretical framework pointed out that the role of shopping areas is changing. In the past it was more a set of individual shops with less coherence and cooperation, nowadays the shopping area is used as a communication platform. Additionally, the competition between shopping areas has increased. Hence shopping areas on different scale levels invest in new developments to remain able to attract consumers. The investments, which refer to quantitative and qualitative developments, within the shopping areas are essential to maintain the attractiveness of the shopping areas and give these shopping areas a new impulse. These kinds of investments especially result into preservation of the position of these shopping areas and less in an enforcement of the position.

Since investments within shopping areas as well aim to attract consumers it could influence the branding being the visit motive. For that reason in the practical framework, opinions on investments were put into a cross case in opposition to branding (not) being the visit motive for the respondent.

The practical framework resulted, concerning small shopping areas, that both respondents in an overall reasonable degree stated that investments at least improved the attractiveness of the shopping areas. When considering whether these investments increased their visit frequency, the results of both respondents differ from each other. The majority of small shopping area respondents acclaimed that their visit frequency remained the same after the investments (78%). A slighter part even acclaimed that their visit frequency increases after investments within the shopping area (22%).

Table 6.2-C
Influence consumers' visit frequency after investments concerning branding of shopping areas.



Considering large shopping areas, all respondents that visited regarding the branding acclaimed that investments as well at least improved the attractiveness. Respondents that did not visited regarding the branding are more varied in their opinion and as well less positive regarding the effects of investments. When considering whether these developments increased their visit frequency, the results of both respondents varied widely. Still, the investments certainly influenced the respondents' visit as all the respondents that visit regarding the branding claim to visit more often after the investments (100%).

The visit of the respondents that acclaim that branding being their visit motive seemed to be influenced by the investments. On the basis of the results of the cross cases branding being the visit motive consequently could be considered as doubtful for as well small- as large shopping areas.

INFLUENCE OF ATTRACTIVENESS

Since the attractiveness of a shopping area could be considered as well as the visit motive, it consequently could influence the visit of the respondent that acclaim visiting regarding the branding. Therefore the attraction factors were put into a cross case in opposition to branding (not) being the visit motive.

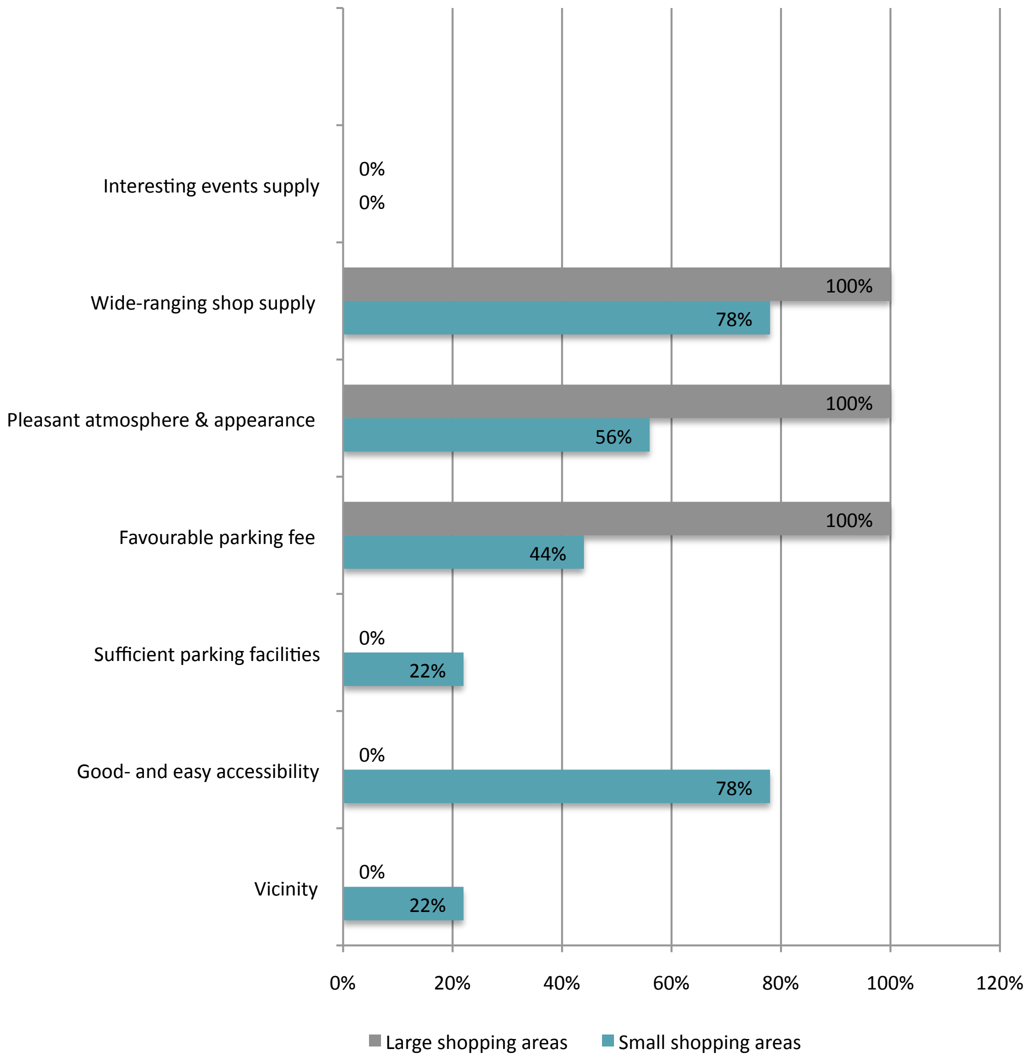
According to the theoretical framework, the attractiveness concerning shopping areas is determined by the qualities of the shopping area, by which people, despite distance, rather choose one or the other shopping area. In general, a group of four qualities determines the attractiveness concerning shopping areas, namely:

- The location quality, which is determined by the geographic position, accessibility and parking facilities;
- The functional quality, which is determined the branch segmentation, complete shop supply (amount -, quality- and variety of the supply), function mix and events supply;
- The physical quality, which is determined by the atmosphere & appearance, lay-out and routing;
- The commercial quality, which is determined by the image and marketing.

The practical framework resulted, concerning small shopping areas, that the shop supply and accessibility seemed to influence the consumers' visit the most, since a large amount of both respondents acclaim to visit as well regarding this attraction factor (both 78%). Next to this factor, other factors as well seemed to influence the respondents' visit, such as the atmosphere & appearance (56%) and parking fee (44%).

Table 6.2-C

Influence of attraction factors concerning branding of shopping areas.



Concerning large shopping areas, the attraction factor shop supply seemed as well influencing the respondents' visit, since this factor is mentioned by a large number of both respondents (100% respondents that visit regarding the branding and 77% that does not visit regarding the branding). Other attraction factors that influenced the respondents' visit were the atmosphere & appearance (100% respondents that visit regarding the branding and 57% that does not visit regarding the branding) and parking fee (100%).

The visit of the respondents of both shopping areas that acclaim that branding being their visit motive seems to be influenced by a numerous attraction factors. On the basis of the results of the cross cases branding being the visit motive consequently could be considered as doubtful for as well small- as large shopping areas.

6.3 RECOMMENDATIONS

This paragraph evaluates the procedures and methods, which are applied in this particular research, and particularly give recommendations for further research.

THEORETICAL RESEARCH

The aim of this study was to indicate whether 'branding' could be considered as the keyword for shopping areas, which want to position good in the retail market and surely want to be assured of success. The theoretical research of the study made an effort to gain insight into the most viewable trends and developments in the current Dutch retail market and attractiveness factors of shopping areas as they influence the branding. According to this theoretical effort a questionnaire was developed which consisted approximately 75 percent of questions regarding (spatial) shopping behaviour and 25 percent of branding.

A recommendation for further research is that the focus in the theoretical research should more lie on 'branding'. Although, despite the interest raised from different literatures on 'branding' concerning shopping areas, branding' of shopping areas is an underdeveloped area of literature. Traditionally, academic branding research and literature focus specifically on product-, retailer-, city-, country-, destination-, and place branding. By doing this, a questionnaire could be developed with additional questions regarding branding.

EMPIRICAL RESEARCH

SELECTION CRITEREA

This research was a multiple case research focussing with the aim to outline the current practice of branding concerning shopping areas. The focus in this study was on branded shopping areas from different levels; two large and two small shopping areas. As all the cases were selected on the basis of a branding strategy, a recommendation for further research is to select on the following selection criteria:

Scale	Branding	Geographic position	Inhabitants
Large shopping area	Branding	City	≥ 100.000
Large shopping area	No branding	City	≥ 100.000
Small shopping area	Branding	Suburb	≤ 100.000
Small shopping area	No branding	Suburb	≤ 100.000

By applying this selection criterion a more well ground answer could be given regarding the application of branding, since the comparison between the shopping areas will provide more certainty regarding the effectiveness of branding.

SURVEY

The questionnaire survey was accomplished by means of face-to-face interviews, which means a direct meeting between interview and interviewee. This method seemed to be extensive not only in performing it but also after the interview when putting the acquired data in SPSS. A recommendation for further research is to use an online- or digital questionnaire. By doing this more respondents could be approached, which would optimize the response rate and therefore supporting the conclusions.

CONCLUSION

The final conclusion of this research is based on the effectiveness regarding the objectives of branding: attracting and binding consumers from the immediate vicinity. A recommendation for further research is to take the finance into account, which would additionally provide a more well ground answer regarding the effectiveness of branding concerning shopping areas.

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APPENDICES

I. Interview protocol

II. Questionnaire survey example inner city of The Hague

III. Results questionnaire survey

IV. Results cross case analysis

APPENDICE I: INTERVIEW PROTOCOL

Objective of the questionnaire survey

To gain insight in:

- The (spatial) shopping behaviour of consumers in small- and large shopping areas;
- The effectiveness of branding concerning small- and large shopping areas;
- The influence of consumer behaviour, attractiveness of- and investments on branding.

Results

The interview provides information concerning the experience of the respondent as person/visitor of the branded shopping areas. By acquiring this data insight can be gained whether the respondents' visit was caused by the branding or by other determined factors.

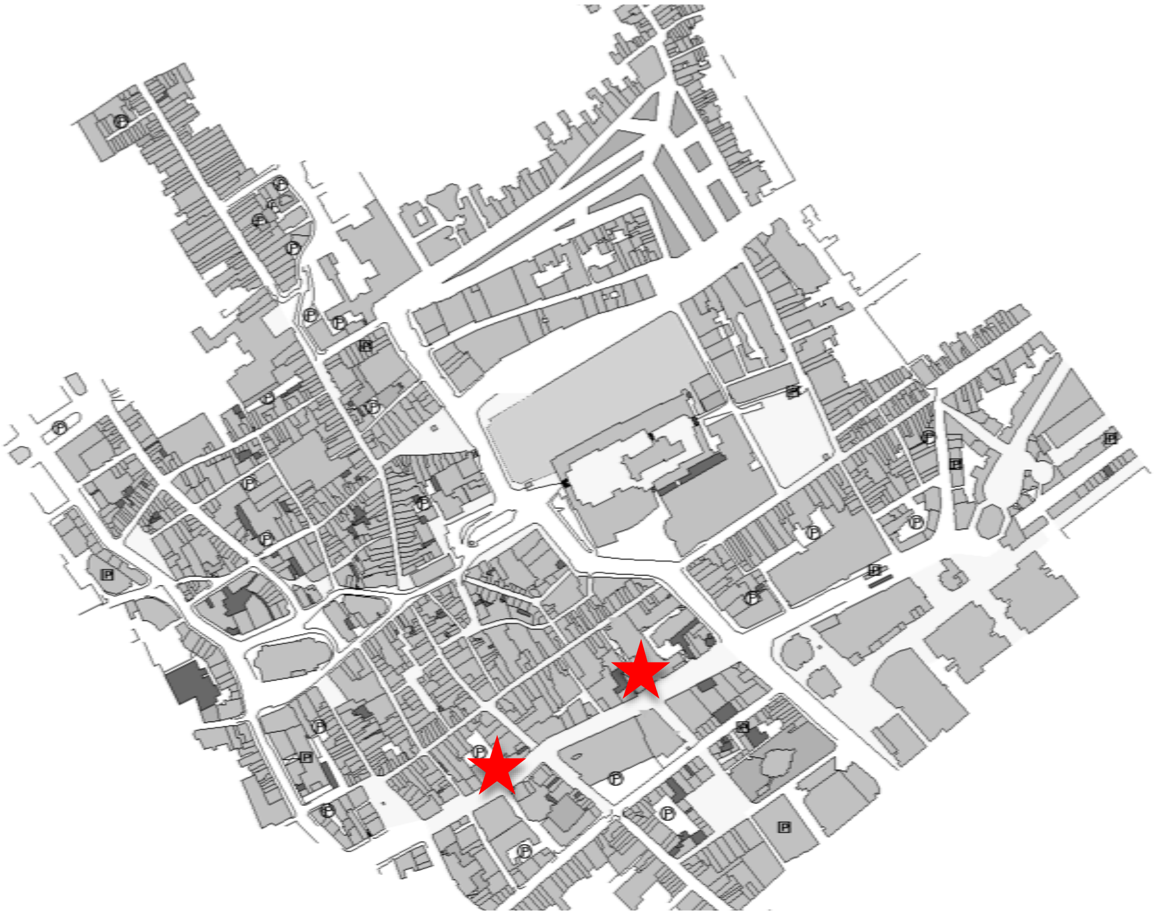
Survey method

The questionnaire survey is accomplished by means of face-to-face interviews, which means a direct meeting between interview and interviewee. The survey took ten minutes, although some respondents, especially elderly people, took more than ten minutes, as they provided additional information beyond the survey topic.

Location

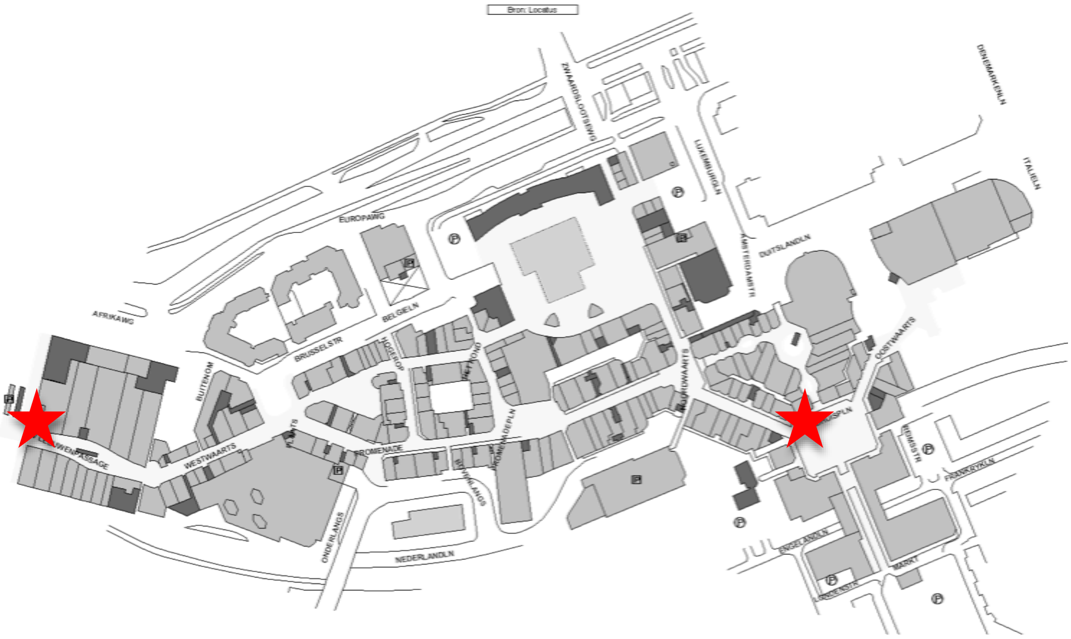
Case large shopping area 1: inner city of The Hague

Consumers were approached at two different locations, when leaving the inner city of The Hague, namely Grote Markt and the Spuistraat. These two locations were determined by the degree of outflow of the consumers in the inner city (data provided by Locatus).



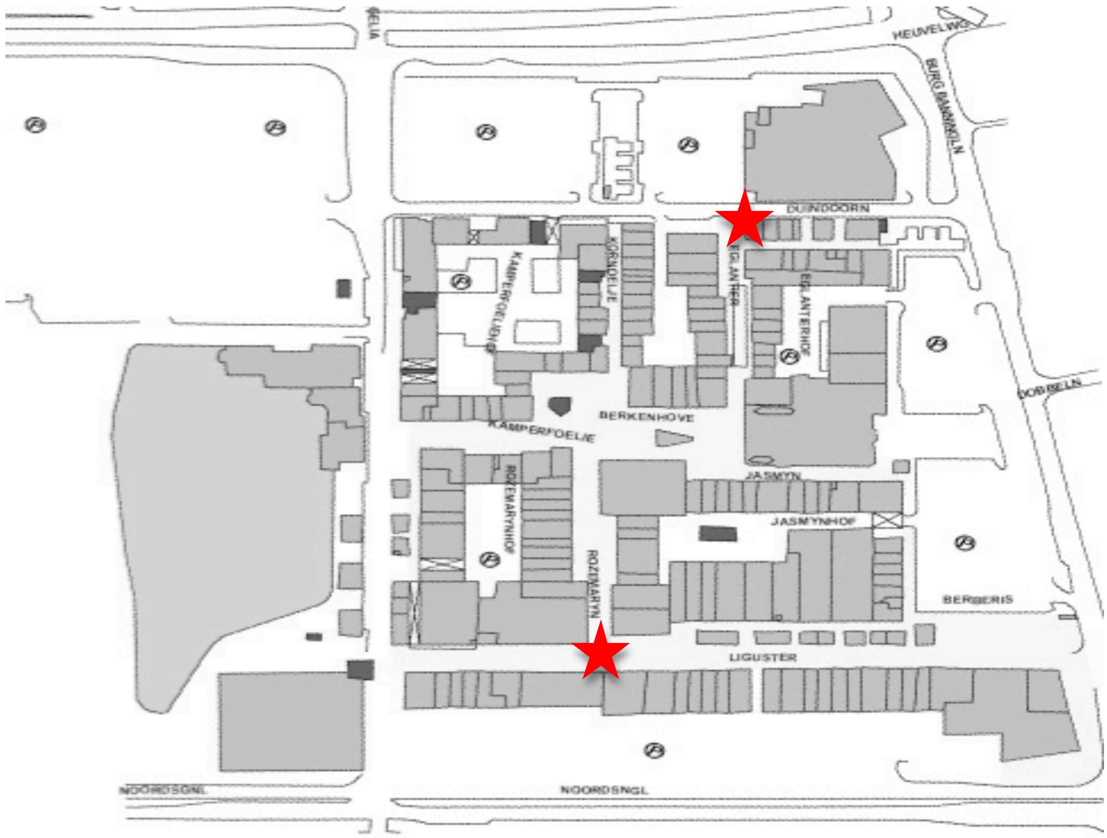
Case large shopping area 2: Stadshart Zoetermeer

Consumers were approached at two different locations, when leaving Stadshart Zoetermeer, namely Vleeuwenpassage and Noordwaards. These two locations are determined by the degree of outflow of the consumers in Stadshart Zoetermeer (data provided by Locatus) and by their characters, as Vleeuwenpassage is the modern part and Noordwaarts the historical part of the shopping area.



Case small shopping area 1: Leidsenhage Leidschedam-Voorburg

Consumers were approached at two different locations, when leaving 'Leidsenhage, namely Rozemarijn and Eglantier. These two locations are determined by the degree of outflow of the consumers in 'Leidsenhage' (data provided by Locatus).



Case small shopping area 2: 'in de bogaard' in Rijswijk

Consumers were approached at two different locations, when leaving 'In de Bogaard', namely Bogaardpleind and Johan Friso Promenade. These two locations are determined by the degree of outflow of the consumers in 'In de Bogaard' (data provided by Locatus).

Time and target

The consumers in the inner city of The Hague were approached on three different days, namely Monday, Wednesday and Saturday between 12.00 till 16.00 hour in April and May 2010. The aim was to approach 10 consumers each day, and in total 30 consumers each shopping area.

Interview circumstances

Case large shopping area 1: inner city of The Hague

Day 1: a rainy day with lot of wind, which made people less cooperative for the interviews.

Day 2: again a rainy day but still crowded shopping area with especially early aged people.

Day 3: a chilly day, but still crowded shopping area. Visitors more cooperative than former days.

Case large shopping area 2: Stadshart Zoetermeer

Day 1: a very sunny day with not much people in the shopping area, but people are cooperative for interviews.

Day 2: a sunny day with consumers that are cooperative for interviews.

Day 3: a normally spring day with a lot of crowd and people are less cooperative for interviews.

Case small shopping area 1: Leidsenhage Leidschedam-Voorburg

Day 1: a day with a cloudy sky and overruled by women and advanced aged people.

Day 2: a sunny day with especially advanced aged women in the shopping area.

Day 3: a sunny day with a lot of crowd as there was a market organized. Visitors are cooperative.

Case small shopping area 2: 'in de bogaard' in Rijswijk

Day 1: a sunny day with especially elderly people who are cooperative for the interviews.

Day 2: a sunny day with again predominantly elderly people.

Day 3: a normally spring day with crowd mixed with young and old people.

APPENDICE II: QUESTIONNAIRE SURVEY EXAMPLE INNER CITY OF THE HAGUE

Consumentenenquête Binnenstad van Den Haag

Datum:	Dag:
☐ ……..-04-2010	☐ Maandag ☐ Woensdag ☐ Zaterdag
Locatie winkelgebied: ☐ Grote markt ☐ Spuistraat	Tijd: ☐ 12-14 ☐ 14-16

Introductie

Goedendag,
Mijn naam is Dharmin Harangi en ik ben student aan de TU Delft. Voor mijn afstuderen doe ik een onderzoek naar de behoefte, vraag en wensen van de consument in de winkelgebieden van de regio Haaglanden. Mag ik u in dit verband enkele vragen stellen? U blijft anoniem en het zal slechts enkele minuten duren.

Verlaat u nu het winkelgebied?

- ☐ Ja (vervolg enquête)
- ☐ Nee (Bedankt voor u tijd uw tijd, invullen op non-respons formulier en einde enquête)

Algemene vragen

1. Geslacht respondent? (niet vragen, maar zelf beantwoorden)

- ☐ man
- ☐ vrouw

2. Wat is uw leeftijd?

- ☐ ≤ 19
- ☐ 20-30
- ☐ 31-45
- ☐ 45-60
- ☐ > 60

3. Woont u in Den Haag?

- ☐ Ja
- ☐ Nee, in …………

4. Wat is uw postcode?

- ☐ …………

5. Welke vervoersmiddel heeft u gebruikt om dit winkelgebied te bezoeken?

- ☐ lopend
- ☐ fiets
- ☐ brommer
- ☐ auto
- ☐ openbaar vervoer
- ☐ anders, namelijk …………

Winkelgedrag

6. Wat vindt u van winkelen? Alleen één antwoord mogelijk.

- ☐ Opwindend
- ☐ Leuk
- ☐ Belangrijk
- ☐ Saai
- ☐ Niet leuk
- ☐ Betekent niets voor mij

7. Waarvoor gaat u meestal winkelen?

- ☐ om boodschappen te gaan doen
- ☐ om rond te kijken en te ontspannen
- ☐ om doelgerichte aankopen te doen

8. Als u gewinkeld heeft, komt u dan …………

- ☐ vaak met onverwachte aankopen thuis
- ☐ soms met onverwachte aankopen thuis
- ☐ zelden met onverwachte aankopen thuis

9. Wat is de maximale reistijd die u bereidt bent af te leggen om te gaan winkelen?

- ☐ 15 minuten
- ☐ 30 minuten
- ☐ 45 minuten
- ☐ 60 minuten

10. Als u gaat winkelen, doet u dat dan …………

- ☐ bijna altijd bij hetzelfde winkelgebied
- ☐ soms in hetzelfde winkelgebied
- ☐ bijna nooit in hetzelfde winkelgebied

Ruimtelijk winkelgedrag

11. Wat is overwegend de reden voor uw bezoek aan de binnenstad van Den Haag?

- ☐ Dagelijkse boodschappen
- ☐ Recreatief winkelen
- ☐ Doelgerichte aankopen
- ☐ Anders, namelijk …………

12. Wat is of zijn de belangrijkste reden waarom u de binnenstad van Den Haag bezoekt?
Maximaal 3 antwoorden mogelijk.

- ☐ Dichtst bij huis
- ☐ Goede en/of makkelijke bereikbaarheid
- ☐ Voldoende parkeervoorzieningen
- ☐ Voordelig parkeertarief
- ☐ Aangename sfeer en uitstraling
- ☐ Compleetheid winkelaanbod (kwaliteit, aantal en variatie)
- ☐ Interessante evenementenaanbod
- ☐ Anders, namelijk …………

13. Hoe lang heeft u gewinkeld vandaag?

- ☐ Korter dan 1 uur
- ☐ 1 tot 2 uur
- ☐ langer dan 2 uur

14. Hoe vaak brengt u een bezoek aan de binnenstad van Den Haag?

- ☐ Dagelijks (ga door met vraag 16)
- ☐ 3 - 5 keer per week (ga door met vraag 16)
- ☐ wekelijks (ga door met vraag 16)
- ☐ 2 keer per maand (ga door met vraag 15)
- ☐ 1 keer per maand (ga door met vraag 15)
- ☐ minder dan 1 keer per maand (ga door met vraag 15)

Vraag 15 stellen, indien respondent aangeeft enkele keren per maand of minder de binnenstad van Den Haag te bezoeken.

15a.Waarom bezoekt u de binnenstad van Den Haag niet of niet vaker?

- ☐ Ver van huis
- ☐ Slechte en/of moeilijke bereikbaarheid
- ☐ Onvoldoende parkeervoorzieningen
- ☐ Hoog parkeertarief
- ☐ Onaangename sfeer en uitstraling
- ☐ Incompleetheid winkelaanbod (kwaliteit, aantal en variatie)
- ☐ Oninteressante evenementenaanbod
- ☐ Anders, namelijk …………

15b.Welk ander winkelgebied bezoekt u regelmatig ?

- ☐ Stadshart Zoetermeer
- ☐ Winkelcentrum Leidsenhage Leidschendam
- ☐ Winkelcentrum "In de bogaard" in Rijswijk
- ☐ Anders, namelijk …………

15c. Hoe vaak brengt u gemiddeld een bezoek aan dit winkelgebied?

- ☐ Dagelijks
- ☐ 3 - 5 keer per week
- ☐ wekelijks
- ☐ 2 keer per maand
- ☐ 1 keer per maand
- ☐ minder dan 1 keer per maand

Branding

De binnenstad van Den Haag is het hoofdwinkelgebied van Den Haag en heeft voor zijn promotie een eigen slogan.

16. Kent u deze slogan, wilt u het dan even opzeggen?

- ☐ Ja, die is …………
- ☐ Nee, deze is bij mij niet bekend.

De slogan is: "De Haagse binnenstad... púúr Den Haag!".

17. Aan dit slogan is het volgend logo gekoppeld. Herkent u dit logo?

- ☐ Ja (ga naar vraag 18)
- ☐ Nee (ga naar vraag 19)

binnenstad
den haag

18a. Zo ja, waar heeft u dit logo eerder gezien?

- ☐ reclame krant
- ☐ reclame lokale radio
- ☐ reclame lokale tv
- ☐ reclame op internet
- ☐ anders, namelijk …………

18b. Is deze reclame voor u aanleiding geweest om naar dit winkelgebied te gaan?

- ☐ Ja
- ☐ Nee

Investeringen

De Haagse binnenstad heeft afgelopen jaren vele veranderingen ondergaan. Veranderingen zoals de herontwikkeling van de Spuimarkt, de Haagse Bluf en de renovatie van de Haagse Passage. Daarnaast is de binnenstad autoluw gemaakt.

19. Wilt u graag op de volgende aspecten aangeven of de binnenstad van Den Haag sinds de veranderingen verbeterd is?

Wilt u antwoorden in termen van sterk verbeterd (1), verbeterd (2), weinig veranderd (3), verslechterd (4), sterk verslechterd (5) of weet niet (6)?

	1	2	3	4	5	6
bereikbaarheid						
parkeervoorzieningen						
parkeertarief						
sfeer en uitstraling						
kwaliteit winkelaanbod						
aantal winkelaanbod						
variatie winkelaanbod						
aanwezigheid verschillende functies						
evenementenaanbod						

20. Bezoekt u de binnenstad van Den Haag na de veranderingen …………

- ☐ minder vaak
- ☐ even vaak
- ☐ vaker

21. Verblijft u in de binnenstad van Den Haag na de veranderingen …………

- ☐ langer
- ☐ even lang
- ☐ korter

22. Wat vindt u van de slogan: "De Haagse binnenstad... púúr Den Haag"?

- ☐ totaal niet passend
- ☐ niet passend
- ☐ redelijk passend
- ☐ passend
- ☐ totaal passend

23. Welke rapportcijfer wilt u geven betreft de aantrekkelijkheid van de binnenstad van Den Haag?
U kunt antwoorden in termen van een cijfer van 1 t/m 10, waarbij 1 het laagst is en 10 het hoogst.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10

Hierbij zijn wij aan het einde gekomen van de vragenlijst. Ik wil u graag bedanken voor uw medewerking en tijd.

APPENDICE III: RESULTS QUESTIONNAIRE SURVEY

Branding

Familiarity name and slogan	Small shopping areas (n=60)	Large shopping areas (n=60)	Total (n=120)
Known	17%	32%	24%
Not known	84%	68%	76%
Familiarity logo			
Known	72%	53%	63%
Not known	28%	47%	38%
Branding being the visit motive			
Yes	15%	7%	11%
No	85%	93%	89%

Demographic info

Gender	Small shopping areas (n=60)	Large shopping areas (n=60)	Total (n=120)
Male	53%	45%	49%
Female	47%	55%	51%
Age			
≤ 19	15%	17%	16%
20-30	18%	48%	33%
31-45	27%	15%	21%
45-60	13%	10%	12%
≥ 60	27%	10%	19%

Consumer behaviour

Opinion on shopping	Small shopping areas (n=60)	Large shopping areas (n=60)	Total (n=120)
Exciting		18%	9%
Pleasant	80%	43%	62%
Essential	15%	22%	18%
Boring		3%	2%
Not pleasant			
It is nothing to me (meaningless)	5%	13%	9%
Shop motive			
Buying groceries	16%	10%	13%
Looking around and relaxation	42%	28%	35%
Acquisition of purpose-oriented purchases	42%	62%	52%
Unexpected purchases			
Hardly ever	25%	16%	21%
On occasion	53%	42%	48%
Often	22%	42%	32%
Maximum travel time			
15 minutes	17%	33%	25%
30 minutes	38%	30%	34%
45 minutes	12%		6%
60 minutes	33%	37%	35%
Repeat visit (same shopping area)			
Hardly ever	5%	5%	5%
On occasion	48%	47%	48%
Almost always	47%	48%	48%

Spatial Shopping behaviour

Visit motive	Small shopping areas (n=60)	Large shopping areas (n=60)	Total (n=120)
Buying groceries	17%	17%	17%
Looking around and relaxation	33%	47%	40%
Acquisition of purpose-oriented purchases	50%	37%	43%
Place of origin			
From the immediate vicinity	42%	75%	59%
Outside the immediate vicinity	58%	25%	42%

Means of transport			
Bicycle	10%	40%	25%
Motorbike		2%	1%
Car	85%	32%	58%
Public transport	5%	27%	16%
Qualitative visit motive			
Vicinity	50%	58%	54%
Good- and easy accessibility	43%	52%	48%
Sufficient parking facilities	35%	13%	23%
Favourable parking fee	23%	15%	19%
Pleasant atmosphere & appearance	53%	62%	58%
Wide-ranging shop supply	83%	78%	81%
Interesting events supply	8%	22%	15%
Length of stay			
Shorter than one hour	20%	42%	31%
One to two hours	42%	37%	39%
Longer than two hours	38%	22%	30%
Visit frequency			
Daily	17%	3%	10%
3 - 5 times a week	3%	25%	14%
Weekly	25%	32%	28%
Twice a month	25%	22%	23%
Once a month	18%	3%	12%
Less than once a month	12%	15%	13%
Competition			
Visit other shopping areas	87%	56%	72%
Visit frequency competition			
Daily	8%		4%
3 - 5 times a week	10%		5%
Weekly	3%	8%	6%
Twice a month	10%	5%	8%
Once a month	22%	15%	18%
Less than once a month	8%	12%	10%

Qualitative developments

Appreciation of qualitative developments in small shopping areas						
	Strong deteriorated	Deteriorated	Less changed	Improved	Strong improved	Does not know
Accessibility	13%		23%	52%	8%	3%
Parking facilities		5%	27%	27%	25%	17%
Parking fee	3%	20%	33%	17%	10%	17%
Atmosphere & appearance	7%		20%	52%	18%	3%
Quality shop supply	3%	8%	20%	42%	18%	3%
Amount shop supply	3%	8%	13%	58%	13%	3%
Variation shop supply	12%	8%	13%	53%	13%	
Function mix	12%		35%	42%	12%	
Events supply	7%	12%	25%	25%	15%	17%
Appreciation of qualitative developments in large shopping areas						
	Strong deteriorated	Deteriorated	Less changed	Improved	Strong improved	Does not know
Accessibility	5%		67%	23%	5%	
Parking facilities	5%	10%	47%	20%	10%	8%
Parking fee	23%	5%	27%	37%		8%
Atmosphere & appearance	10%	23%	30%	25%	12%	
Quality shop supply	10%	15%	38%	25%	12%	
Amount shop supply	10%	13%	37%	33%	7%	
Variation shop supply	10%	10%	32%	42%	7%	
Function mix	3%	3%	35%	48%	7%	3%
Events supply	17%	7%	42%	22%	10%	3%
Appreciation of qualitative developments total						

	Strong deteriorated	Deteriorated	Less changed	Improved	Strong improved	Does not know
Accessibility	9%		45%	38%	7%	2%
Parking facilities	3%	8%	37%	23%	18%	13%
Parking fee	13%	13%	30%	27%	5%	13%
Atmosphere & appearance	8%	12%	25%	38%	15%	2%
Quality shop supply	7%	12%	29%	33%	15%	2%
Amount shop supply	7%	11%	25%	46%	10%	2%
Variation shop supply	11%	9%	23%	48%	10%	
Function mix	8%	2%	35%	45%	9%	2%
Events supply	12%	9%	33%	23%	13%	10%

Visit frequency after qualitative developments	**Small shopping areas (n=60)**	**Large shopping areas (n=60)**	**Total (n=120)**
Less than before			
Just as before	77%	73%	75%
More often	23%	27%	25%
Length of stay after qualitative developments			
Shorter	12%	12%	12%
Just as before	83%	77%	80%
More frequent	5%	12%	8%

APPENDICE IV: RESULTS CROSS CASE ANALYSIS

BRANDING

Branding	Percentage (n=120)
Branding being the visit motive	11%
Branding not being the visit motive	89%

BRANDING VS. consumer behaviour

Branding vs. opinion on shopping		
	Branding being the visit motive	
Opinion on shopping	Yes (n=13)	No (n=107)
Exciting	31%	6%
Pleasant	46%	64%
Essential	23%	18%
Boring		2%
Not pleasant		
It is nothing to me (meaningless)		10%

Branding vs. shop motive		
	Branding being the visit motive	
Shop motive	Yes (n=13)	No (n=107)
Buying groceries		15%
Looking around and relaxation	69%	31%
Acquisition of purpose-oriented purchases	31%	54%

Branding vs. unexpected purchases		
	Branding being the visit motive	
Unexpected purchases	Yes (n=13)	No (n=107)
Hardly ever	15%	21%
On occasion	54%	47%
Often	31%	32%

Branding vs. maximum travel time		
	Branding being the visit motive	
Maximum travel time	Yes (n=13)	No (n=107)
15 minutes	15%	26%
30 minutes	39%	34%
45 minutes		6%
60 minutes	46%	34%

Branding vs. visit frequency (same shopping area)		
	Branding being the visit motive	
Visit frequency (same shopping area)	Yes (n=13)	No (n=107)
Hardly ever		6%
On occasion	85%	43%
Almost always	15%	51%

BRANDING VS. spatial shopping behaviour

Branding vs. origin from the immediate vicinity		
	Branding being the visit motive	
Origin visitor	Yes (n=13)	No (n=107)
From the immediate vicinity	15%	64%
Outside the immediate vicinity	85%	36%

Branding vs. means of transport		
	Branding being the visit motive	
Means of transport	Yes (n=13)	No (n=107)
Bicycle		28%
Motorbike		1%
Car	100%	53%
Public transport		18%

Branding vs. visit motive		
	Branding being the visit motive	
Visit motive	Yes (n=13)	No (n=107)
Buying groceries		19%
Looking around and relaxation	46%	39%

Acquisition of purpose-oriented purchases	54%	42%
Branding vs. qualitative reasons		
	Branding being the visit motive	
Attractiveness factors	Yes (n=13)	No (n=107)
Vicinity	15%	59%
Good- and easy accessibility	39%	21%
Sufficient parking facilities	15%	27%
Favourable parking fee	46%	5%
Pleasant atmosphere & appearance	69%	20%
Wide-ranging shop supply	85%	68%
Interesting events supply		17%
Branding vs. length of stay		
	Branding being the visit motive	
Length of stay	Yes (n=13)	No (n=107)
Shorter than one hour		35%
One to two hours	85%	34%
Longer than two hours	15%	32%
Branding vs. visit frequency		
	Branding being the visit motive	
Visit frequency	Yes (n=13)	No (n=107)
Daily		11%
3 - 5 times a week		16%
Weekly	15%	30%
Twice a month	54%	20%
Once a month		12%
Less than once a month	31%	11%
Branding vs. competition		
	Branding being the visit motive	
Competition	Yes (n=13)	No (n=107)
Does visit other shopping areas	85%	47%
Does not visit other shopping areas	15%	53%
Branding vs. visit frequency competition		
	Branding being the visit motive	
Visit frequency competition	Yes (n=13)	No (n=107)
Daily	18%	6%
3 - 5 times a week	27%	6%
Weekly		14%
Twice a month	18%	14%
Once a month	37%	36%
Less than once a month		24%

BRANDING VS. qualitative developments

Appreciation of respondents that visit regarding the branding on qualitative developments						
	Appreciation					
Qualitative attraction factors	Strong improved	Improved	Less changed	Deteriorated	Strong deteriorated	Don't know
Accessibility	15%	85%				
Parking facilities	46%	15%				39%
Parking fee	15%	46%			15%	23%
Atmosphere & appearance	46%	23%	15%			15%
Quality shop supply	46%	39%				15%
Amount of shop supply	31%	31%	23%			15%
Variation shop supply	31%	31%	23%			15%
Availability of various functions	31%	38%	31%			
Events supply	31%		15%	15%		39%
Appreciation of respondents that does not visit regarding the branding on qualitative developments						
	Appreciation					
Qualitative attraction factors	Strong improved	Improved	Less changed	Deteriorated	Strong deteriorated	Don't know
Accessibility	8%	32%	50%		8%	2%
Parking facilities	14%	24%	41%	8%	3%	9%
Parking fee	4%	24%	34%	14%	13%	11%
Atmosphere & appearance	11%	40%	26%	13%	9%	
Quality shop supply	11%	36%	33%	13%	8%	
Amount of shop supply	8%	48%	25%	12%	8%	
Variation shop supply	8%	50%	22%	10%	10%	
Availability of various functions	7%	46%	36%	2%	8%	2%

Events supply	10%	26%	36%	8%	13%	7%

Branding vs. visit frequency after developments		
	Branding being the visit motive	
Visit frequency after developments	Yes (n=13)	No (n=107)
Less than before		
Just as before	54%	78%
More often	46%	22%
Branding vs. length of stay after developments		
	Branding being the visit motive	
Length of stay after developments	Yes (n=13)	No (n=107)
Shorter		11%
Just as before	85%	83%
More frequent	15%	11%

Branding not the key word for shopping areas.