



The Hague International Shopping City

Creating the Image of an International Shopping City

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This study arose from my own fascination for public space, management and shopping. This resulted in a study in which way the identity of shopping streets can be communicated so that it results into a distinctive image of that place. This research focuses on the perception of consumers, which should be the starting point of developments in public space. The ongoing process of look-a-like shopping streets has to be countered by municipalities to stay attractive for consumers.

The presented results are meant to help designers, developers and municipalities to understand what the important aspects are in a public space, and particularly in shopping streets. Especially the municipality of The Hague, which is used as case study for this research, is helped with these results in their quest to become an international shopping city.

I would like to thank my supervisor from the municipality, Rick Zijderveld, for his help with this research. Thanks to him I discovered the world of retail, which I enjoyed fully. I would also like to thank my supervisors from the TU Delft, Dion Kooijman and Clarine van Oel, for helping me with the scientific part of the research and their commitment during the research.

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Chapter 1

Introduction

1.1 Introduction

Everybody shops. For some shopping is a hobby, for others it is a nightmare. But the fact remains that everybody shops in a higher or lower frequency. Just decades ago consumers went to the nearest boutique or the nearest grocery to their homes. Nowadays, consumers are more informed due to the Internet, are able to travel further and quicker, and see shopping much more as an experience and as a leisure activity rather than a compulsory activity. It is not self evident anymore that consumers will shop at the places where they always used to shop. The same goes for the retailers, as consumers have the freedom of choice where to shop, retailers also have much more possibilities to relocate themselves. Trends such as internationalization of brands, up scaling of the retail floor space, and internet purchases, all affect the attractiveness of shopping streets. Due to these trends shopping streets in different cities became more and more alike. Nowadays, all streets look more or less the same, with more or less the same brands. This all makes the quest to stay an unique and attractive inner city important and essential for local governments.

With the help of city marketing, municipalities promote the distinctive character of the city. The city is treated as a product. With attractive slogans they try to attract people to their city and try to improve their image as 'versatile shopping city' or as 'city where everything is possible'. But implementing a catchy slogan or logo is not enough, 'slogans and logos may be useful practical instruments in a city marketing strategy but they are not the strategy itself' (Kavaratzis & Ashworth 2005 p.508). 'A brand is more than a name given to a product, it embodies a whole set of physical and socio-psychological attributes and beliefs' (Simoes & Dibb 2001, p. 217).

The lack of diversity between shopping streets in different cities is so evident nowadays, different experts stress that cities must react to this process. The 'couleur locale' of the place is disappeared due to all the trends mentioned before. The 'couleur locale' is about the identity of a place, the image and the perception of the consumer. There is a process of 'placelessness' or 'erosion of the sense of a place' going on (Carmona & Tiesdell 2006 p.101). Couleur locale, also called 'sense of a place' (Mensen et al. 2003 p.18), or 'genius loci' (Carmona & Tiesdell 2006 p.9) is the key element for the revitalization of shopping streets according to many experts (DTZ Zadelhoff 2011; Mensen et al. 2003). Finding it, strengthen it and promote it, is the recipe to success. However, this is more easily said than done.

The Hague

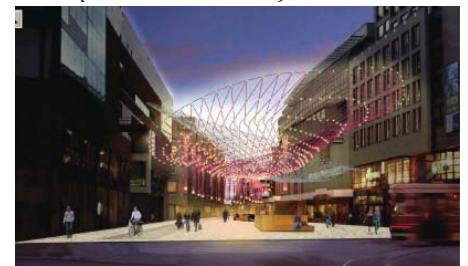
The city of The Hague is used as case study to analyze this process of place identity and to find solutions to counter this process of placelessness. In The Hague, the third largest city of the Netherlands, the retail area in the inner city is subject to change. The image that consumers have about the city of The Hague, and especially shopping in The Hague, is not always the most positive image of the city. The Hague is known as political capital of the Netherlands. If we have to believe the website NIStreets, the shopping website of the Netherlands, the image of The Hague as shopping city is affected by this governmental identity. 'The Hague is known for the political atmosphere en rigidness. This all is very recognizable when visiting The Hague; after all it is the Dutch political capital' (nlstreets 2010). Changing the current image is therefore important to stay a vital, lively and economic healthy city. The Hague is also known for the international court and dif-

feren international companies located in the city. The slogan of The Hague is for this reason: 'The Hague International City of Peace and Justice'. The municipality of The Hague focuses on the international identity of the whole city, and wants to enhance this identity in the retail area of the inner city. The municipality of The Hague set the ambition for the Grote Marktstraat to become 'the international shopping boulevard' (Gemeente Den Haag 2010 p. 109). The Grote Marktstraat, locating the Bijenkorf, C&A and V&D, is a breakthrough, done in 1920, through existing building blocks. Over the recent decades this street changed from a wide auto street with streetcars into a wide pedestrian area with a retail destination. Because of this, it is not the usual narrow Dutch shopping street. The buildings and the public space of the Grote Marktstraat are planned for redevelopment. There are many plans for (re-)developments of buildings along the Grote Marktstraat and plans for a new decoration of the public space of this shopping street. Figure 1.1 shows the Nieuwe Haagse Passage, a new shopping centre which will connect the Spuistraat and the Grote Marktstraat with each other. Figure 1.2 shows the design of the new decoration of the Grote Marktstraat (Croq 2011). It will be a process of years, even decades, which obviously involves substantial budget and an involvement of many actors.

Figure 1.1 Nieuwe Haagse Passage
(www.denhaag.nl 2011)



Figure 1.2 Design Grote Marktstraat
(www.spuikwartier.nl 2011)



1.2 Goal of research

The goal of this research is to find those elements or aspects in the shopping street which enhance the international identity of the street. This research will look at the expression of an identity in retail environment and more important the perception of the identity by the consumer of that place. It is often not a linear process from creating, implementing and perceiving the identity. The important variables will be examined which are important in creating an image of the retail environment. Finding those variables that communicate an international identity, helps to understand how consumers perceive a shopping street. Understanding this process will help to create a shopping area where the consumer wants to come back, stay longer and spend more. The perception of the consumer plays a vital part in this research.

1.3 Questions

Related to the goal of this research one main question and three sub questions are formulated. The answers to these sub questions provide the background information for the main question. Based on the preliminary knowledge of the subject of this research, several hypotheses are constructed. These hypotheses correspond to the three sub questions. Figure 1.3 shows the framework of this research and the way the sub questions are interrelated to each other.

Main question

How can The Hague, based on consumer perception, increase the image of an international shopping city?

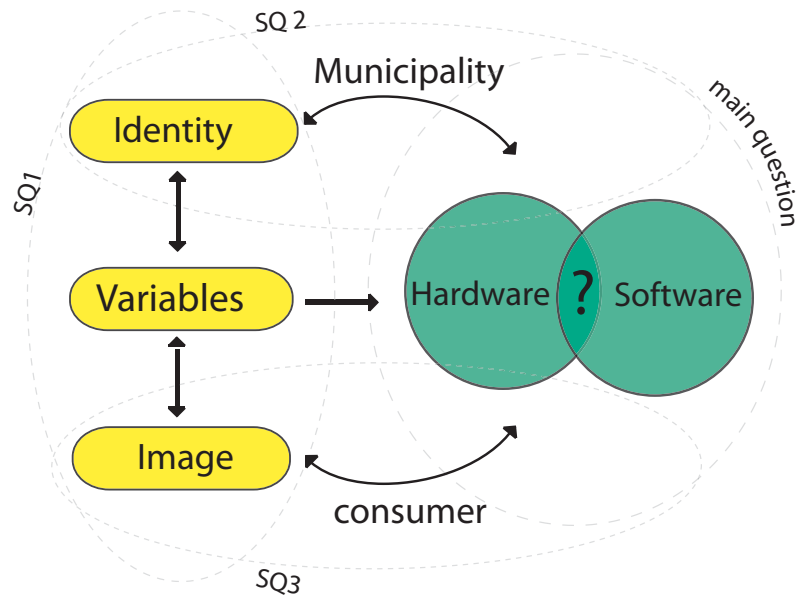
Sub questions

The introduction mentioned the importance of the term place identity, also called the 'colour locale'. City marketing focuses on the marketing of the image of the place. Both aspects, the identity and the image of the place, are important, but are affected by many aspects. How these concepts are related is researched with the help of the first sub question. Based on the statement by Hajer (2011):

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'decoration aspects may have a great meaning, although the users decides on this meaning, it gets shaped by the way the public space is used and perceived', the assumption is made that the decoration elements (hardware variables) are very important and act as framework for the image of the place.

Figure 1.3 Research framework



1. What are the important aspects influencing the conversion of a place identity into an image?

H1: Hardware variables, the tangible object in the public space, are more important in the construction of an image than non-physical, such as the service and the use by others, also called the software variables

The Hague has chosen to enhance and use the image as international city to create an attractive shopping city. The current policy of the municipality of The Hague focuses on this international identity in the shopping streets. The policy, with the corresponding strategy, are described in different policy document. The assumption is made that the perception of the strategy by the municipality shows a mismatch with the consumers. This is found by Cheng (2008, p. 695) 'organisations cannot primarily focus on the desired-actual identity gap and ignore the desired-perceived identity gap. Organisations should take into account customers' perceptions towards their identity when they promote themselves'. Based on this conclusion the assumption is made that the current desired identity by the municipality is different from the perception by the consumers. This could very well mean that the design for the Grote Marktstraat is perceived differently by the consumer than intended by the municipality.

2. Which variables are important for an international shopping city according to the experts?

H2: There is a mismatch between the perception of an international shopping street by experts and perception of an international shopping street by consumers

The consumer is the most important actor in this research. To develop a successful strategy for creating the image of an international shopping street, the perception of the consumers is the one which should be considered. How this perception of an international shopping street looks like, is researched with the third sub question. The assumption is made that the perception of an identity is supposed to be very subjective, and therefore the background of the consumers is likely to affect the perception. Also the creation of an image inside our head is influenced by so many factors, an important one is our memory. Therefore the last assumption was made that the current image of the Grote Marktstraat will affect the perception of an international shopping street.

3. Which variables are important for an international shopping city according to the consumers?

H3. The significant variables in the perception of an international shopping street differ among the consumers, based on their frame of reference

H4. The significant variables in the perception of an international shopping street are affected by the familiarity of the respondents with the Grote Marktstraat.

1.5 Relevance

Relevance 1 The relevance of this research is to provide a solid advice for the municipality on how to use the available budget in the most effective way possible. Enhancing the international identity of the shopping area is a complex matter. Due to the vast amount of money involved in the developments in the retail area, this research will provide the municipality of The Hague guidance for the focus of the available budget.

Relevance 2 Secondly, this research intends to help the municipality of The Hague to make the concept of an international shopping city operational. This will not only make their retail area more attractive, but also achieve a better understanding of their international identity and will ease the communication on different levels.

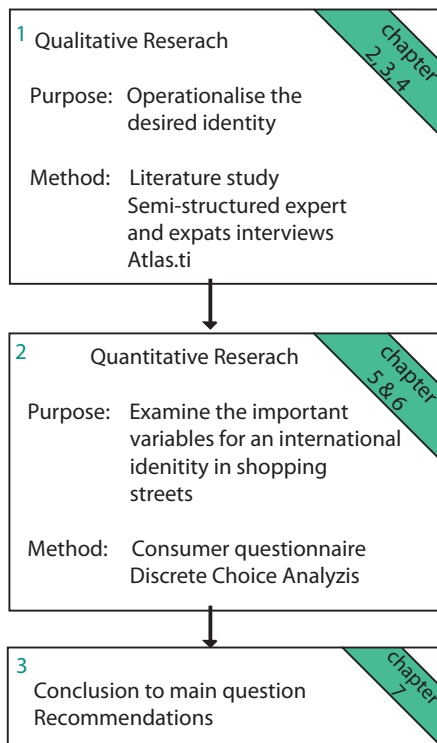
Relevance 3 This research intends to provide additional information on consumer's perception of identities in retail areas. Previous researches already found important variables for attractive retail areas. However, the literature about the translation of an identity in a retail area is limited. This research focuses on this last subject.

Relevance 4 The fourth relevance of this research is to find more information about the gap between desired and perceived identities. Cheng et al. (2008) stated that organizations cannot deny the gap between desired-actual identity and desired-perceived identity any longer. This research intends to provide a framework of important factors causing this gap for organizations.

Relevance 5 Lastly, this research intended to further examine the Discrete Choice Method. This stated preference method is used before for testing consumer's perception of retail areas. This method, however, is never used as mean to operationalize an identity of a place. Additionally, testing the perception of an outdoor

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Figure 1.4 Research outline



shopping street is a relatively new use of this method.

1.6 Research outline

The research starts with a short introduction about the city of The Hague. The Hague is known as political capital of the Netherlands, however it appeared that the image of The Hague as shopping city does not match the real situation. This is found in [chapter 2](#).

[Chapter 3](#) describes the literature study which is done for this research. Literature of psychological, environmental and marketing background is studied to provide an answer to the first sub question. The perception of places is studied often in the psychological field, one of the most interesting literature on this subject is the book 'People and Place, the extraordinary geographies of everyday life' by Holloway and Hubbard (2001). Literature about the identity of shopping streets as public spaces is harder to found. This literature study combined therefore literature about perception, identity, and retail agglomerations.

In [chapter 4](#) the interviews are discussed. The second part of the qualitative research was a series of semi-constructed interviews with experts and expats living in The Hague. The goal of this part of the research was to conduct a list of important variables which was used as input for the consumer research. The experts were from different parts of the municipality and from different private project developers. During the interviews a set of photo's were used to appoint the important variables. The results of the experts interviews were used to provide an answer to sub question 3.

[Chapter 5](#) describes the construction of the consumer research. The chapter also describes the so-called Discrete Choice Analysis. This stated preference method uses a visual choice experiment (called vignette experiment) to discover the important variables in the perception of an international shopping city.

[Chapter 6](#) discusses the results of the consumer survey, including the results of the vignette experiment.

Finally, [chapter 7](#) discusses the results of the whole research, resulting in the answer to the main question of this research. The answer contains a list of important variables for an attractive shopping street. The chapter ends with a recommendation for the municipality of The Hague on how to cope with this international identity in the shopping streets.

Chapter 2

The Hague

2.1 Introduction

The inner-city of the Hague is used as study case for this research. The municipality of The Hague is active in the improvement of the retail area, both with marketing means and with design improvements. This chapter provides a short introduction of The Hague in two parts. First a short introduction of the current situation of the city is given and second an understanding of the ambition of the city for the future will be provided. Because the Grote Marktstraat is used as specific research location, this shopping street will be discussed more specific in some points.

2.2 The Hague Now

The Hague is the third largest municipality of The Netherlands. The city of The Hague counts almost 481.900 inhabitants and a number of 243.000 households (CBS 2010). Compared to the national average income, the income level of the inhabitants of The Hague is relatively low. The Dutch average disposable income in 2010 was €32.900,- (CBS 2010), while The Hague's average is €28.900,- (CB Richard Ellis 2010). The Hague is known as the political capital of the Netherlands and internationally known for the international court located in the city. Also several international companies have their headquarter situated in The Hague. This causes a high amount of expats living in The Hague. The exact number of expats living in The Hague is not known, the number vary between 35.000 (Den Haag Greeters 2011) and 50.000 (Gemeente Den Haag 2010 p.240).

Table 2.1 Facts retail and The Hague (CB Richard Ellis 2010)

FIGURES THE HAGUE	
Residents	481,900
Residents within a radius of 10 km	750,100
Disposable income/resident, average (€)	28,900
Number of shops	3,457
Total stock (sq m)	626,500
Retail floor space/resident (sq m)	1.3
GLA per capita	Average
Availability rate (%)	5.6

2.2.1 Structure of shopping area

In 2010 the municipality presented the new strategy for the inner city in the policy document called the Binnenstadsplan 2010-2020 (Gemeente Den Haag 2010). The concept of this strategy is the division of the inner-city into 8 different areas with all a different atmosphere (figure 2.2). These different areas are an important mean for the marketing towards the consumer. Central to all these areas is the Shopping Quarter, where all the major brands are located (H&M, Zara, Bijenkorf, V&D). The other important areas for retail and leisure are:

1. The Hofkwartier, where more high class fashion and brands are found
2. Chinatown where a lot of Asian food stores are located

The most important street in the Shopping Quarter is the Spuistraat. The Spuistraat is the street with the highest pedestrian intensity in The Hague and thereby one of the 7 most expensive shopping streets in The Netherlands.

Figure 2.3 shows the concentration of shops in The Hague. As becomes clear,

Figure 2.2 Atmosphere areas (Gemeente Den Haag 2010)



Figure 2.3 Map inner-city The Hague separated by motive (CB Richard Ellis 2010)



the inner city of The Hague has mostly fun oriented shops. However, it must be mentioned that in this picture department stores are also labeled as fun shopping. This classification is somewhat arbitrary as department stores are visited for much more than only fun shopping. The Grote Marktstraat accommodates a lot of department stores, which is discussed later on in this chapter.

With a number of 626.500 m2 shop floor areas and over 3.000 shops, The Hague is the third largest shopping city of the Netherlands. The inner-city counts almost 200.000 m2 floor area and almost 1.000 shops (figure 2.4).

The Spuistraat and the Venestraat have the highest pedestrian intensity (figure 2.6). This is reflected in the rents of the streets in The Hague. The rents in the Spuistraat and Venestraat cost €900-€1250/sqm/year. The Grote Marktstraat is found on the third place with a rent between €350-€1000/sqm/year (table 2.5).

Table 2.5 Rent levels in The Hague (CB Richard Ellis 2010)

RENTS THE HAGUE	
Location	€/ sq m / year
Spuistraat	900 - 1,250
Venestraat	900 - 1,250
Grote Marktstraat	350 - 1,000
Hoogstraat	600 - 950
Haagse Passage	350 - 550
DSC Leidsenhage	350 - 825
DCS In de Boogaard	450 - 600
FS/BS Haaglanden Megastores	75 - 450

Figure 2.4 Amount of shops and shop surface in sq m (Kok 2007)

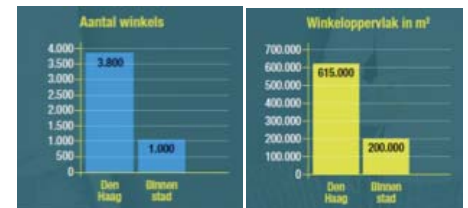


Figure 2.6 Pedestrian intensity (Locatus)



2.2.2 Grote Marktstraat

The Grote Marktstraat is a shopping street which is under development for already many years and the developments will continue at least for the next 5 years. 'A significant section of Grote Marktstraat is being renovated in three large sub-projects. Within this collaboration between three developers, the Rabbijn Maarsenplein and Spuimarkt (the C&A/Levi Lassenblok) development are already redeveloped and is a success for quite some time. The former Marks & Spencer building and the so-called Asta site are also planned for renovation. Which will also be used to improve the routing from the Grote Marktstraat to the Spuistraat' (spuikwartier 2010). In 2004 an award winning underground parking lot and underground station was constructed beneath the Grote Marktstraat. At the two ends of the Grote Marktstraat the vertical elevation points are placed. For the next years a lot of developments are planned. In the image below (figure 2.7) these developments are shown, which are all private initiatives. The most recent development is the Nieuwe Haagse Passage, a project of Multi Vastgoed. This project and 4 others (Dela/reclassering, Kwantum pand, Sijthoff/Cityblok and Asta) are planned to be ready in 2014. With all these plans an extra 30-40.000 m² of retail and horeca are added. In the Future, the Grote Marktstraat should become an A1 location and take over the image as main shopping street from the Spuistraat.

The supply of the Grote Marktstraat is very high in the segment Fashion and Luxury (figure 2.8). The main pullers are the department stores, the Hema and the Bijenkorf. Also some supermarkets are found here, such as the Albert Heijn and the Plus. In fact, the basement of the Spuiblok contains even more special supermarkets, the EKOpiazza and the Oriental.

There is a clear distinction in segments along the Grote Marktstraat. The first part (from the Spui) locates a lot of fashion and luxury. The further you go along the street, the segments change into relatively many electronic stores. In this way it changes from primarily fun shopping to goal shopping.

Figure 2.9 shows the price level of the shops in the Grote Marktstraat. The picture shows that there is an equal division in price level. Some higher price shops, such as Bijenkorf, Lush and more expensive fashion shops, but also some low priced shops, such as the Hema and the Mediamarkt are located on the Grote Marktstraat.

Figure 2.7 Developments in the inner city

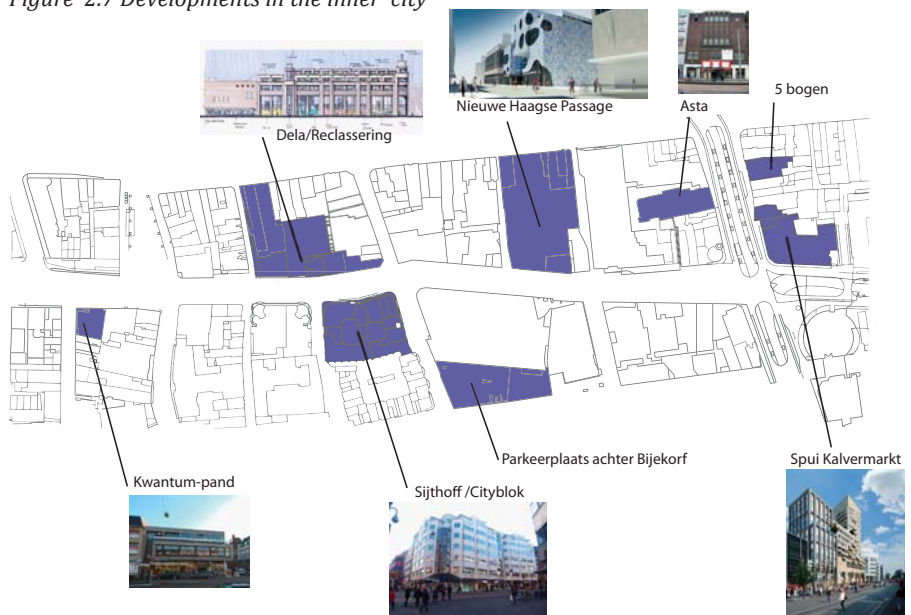


Figure 2.8 Segments on the Grote Marktstraat



Figure 2.9 Price level on the Grote Marktstraat



2.3 The Hague in the future

2.3.1 Ambition

The municipality of The Hague started in 2010 with a changed strategy for the inner city of The Hague with the introduction of the Binnenstadsrapport 2010-2020 (Gemeente Den Haag 2010). This policy document appointed a number of aims the municipality wants to achieve with the help of different projects in the inner city. The strategy does not only focus on the retail in the inner city but also on living, culture, tourism, education, and leisure. The core aims are (Gemeente Den Haag 2010 p.18):

- Increase of visitors with 15% in 2020
- Increase of spending with 10% in 2020
- Increase of valuation by the inhabitant for the inner city

The municipality intends to enhance the international identity of the city, become the shopping top district of the Netherlands and therefore achieve the image of a 'must see' destination (Gemeente Den Haag 2010 p.15):

Identity:	The Hague international city
Function:	Shopping top of the Netherlands
Feeling:	Living room for the district
Feeling:	'Must see' destination

The layout of the public space is essential in communicating the story of the different atmosphere areas. The identities of these areas are not only communicated through the supply of shops or types of leisure, but also through the layout of the public space. A clear example is Chinatown in The Hague. Not only the shops, but also the public space strongly corresponds with this identity.

The Hague

Figure 2.10 Inner city The Hague, blue dotted line shows the new routing through the New Haagse Passage (De Passage 2011).



Figure 2.11 Design Grote Marktstraat (Design Lana du Croq, Ellerman, Lucas, van Vugt 201)



With the help of a project leader 'International Shopping City', the municipality is pro-active engaged in the acquisition of international brands. More and more international brands are bounded to The Hague, which is important for their international image. 'At the end of the day such brands (high end fashion brands) define the perceptual status of cities such as Milan, Paris and New York as fashion and design capitals' (Jansson & Power 2010, p. 890). During the period 2006-2007 89 new brands established in The Hague which complies with the image of an international brand (Gemeente Den Haag 2008, p. 7).

2.3.2 Adjustments of the public space

An essential point in the shopping area in The Hague is the routing. One of the main goals for the Shopping Quarter, besides improving the quality of the public space, is improving the routing. The routing of the shopping streets in the inner city of The Hague is a long lasting problem. Shopping routes are important for the duration of the stay of the shopper and therefore the spending. 'Tourists appear to have a high propensity to walk back along the same route, this is unwanted as tourists might spend more time and money if they walk back through other links. Thus, especially at the edge of the shopping area, tourists should not turn around. Creating lines of sight and attractive links might prevent them turning around' (Kemperman 2008, p. 216). With the development of the New Haagse Passage the routing is intended to improve the routing and thereby increase the pedestrian intensity in the Passage and the Venestraat (figure 2.10).

Another important issue is the design and appearance of the Grote Marktstraat. Hamming (2011) indicates: 'the Grote Marktstraat is seen as a wind tunnel by many retailers'. In 2008 the municipality assigned a contest for a new design for the Grote Marktstraat. The winner of this contest was Lana du Croq, architect at the office of Ellerman, Lucas, van Vugt (figure 2.11). The most important elements of the design are the chandeliers. The architect sees the Grote Marktstraat as a ballroom, which should be decorated with giant chandeliers. Although du Croq won the contest with her design, her design will not be executed as such due to financial cuts. Even on this day the final design is not yet agreed on by the alderman of The Hague.

2.4 Conclusion

The Hague, known as political capital of the Netherlands and international for the international court, is the case study of this research. Although The Hague is the third largest shopping city of the Netherlands, the shopping streets lack distinctiveness compared to other shopping streets in the Netherlands. The municipality intends to enhance the international identity of the city and the retail area. And by this attract more visitors, which spends more in the inner city. The Grote Marktstraat is the focus point of the municipality for this international ambition. This street should exude the international atmosphere. How this should be done, will be studied in this research.

Chapter 3

Theoretical Framework

3.1 Introduction

Literature of psychological, environmental and marketing background is studied to answer the first sub question: what are the important aspects influencing the conversion of a place identity into an image? Literature about the identity of shopping streets as public spaces was hard to found. This literature study combined therefore literature about perception, identity, and retail agglomerations. This chapter will provide an introduction into city marketing, place identity and image creation of places.

3.2 An introduction into City marketing

Due to the globalizing world, the mental distance between cities decreased. Cities should be more and more distinctive from each other to show their uniqueness and strengths. Cities have to fight to ensure the quality of life for their inhabitants. In this context city marketing has increased its popularity.

- Barke (in Kavaratzis 2008 p. 6) discussed a series of historical phases that city marketing has passed through. 'The initial phase was concerned with how cities may be promoted (i.e. sold), but subsequently a broader concept of marketing was introduced (i.e. finding out what potential consumers wished to buy). The techniques of this phase involved the creation of new forms of representation of places and led to a major concern over the image of the city, which in some cases meant seeking to alter an unfortunate image, but in others enhancing a favorable image, for example by emphasizing distinctiveness. In the next phase, the marketing of cities began to transcend mere advertising and started to incorporate hallmark events and specific, high-profile developments in the built environment'.

- The newest trend in the city marketing process is often defined as city branding. 'City branding centers on people's perceptions and images and puts them in the heart of orchestrated activities, designed to shape the city and its future. Managing the city's brand becomes the attempt to influence and treat those mental maps in a way favorable to the city's circumstances and further needs for economic and social development' (Holloway & Hubbard 2001, p. 48). In practice the terms city branding, city marketing, place marketing, and place branding are often used as synonyms. In The Hague the term 'Unique Selling Point' is used for the same concept.

The way city marketing is usually used is explained by Kavaratzis (2008).

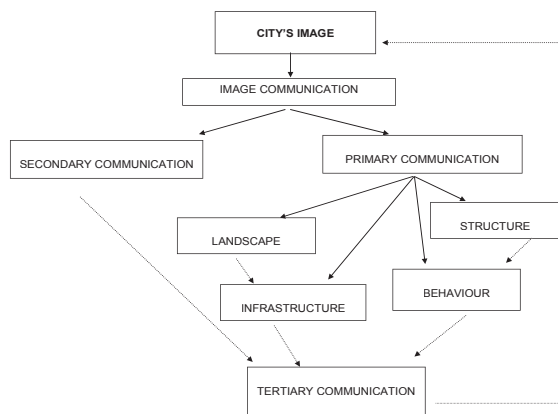
- City marketing is indicated by Kavaratzis (2008) as the process where the city first analyzes the assets, opportunities and audiences. Based on the findings, a clear vision and clear goals are determined that should be achieved with the cooperation and agreement of a broad range of stakeholders. The next phase is the planning of specific projects which will help to achieve the goals. This is followed by 'the phase of active implementation of city marketing measures that can be spatial, functional, financial, organizational and promotional' (Ashworth and Voogd in Kavaratzis 2008, p.3). The process ends with monitoring and regulating the results of the projects.

Just as corporate companies use the well-known marketing mix to brand their products, city marketing expert have created different marketing mixes for the city. The different mixes describe a combination of hard characteristics (fixed environment) and soft characteristics (services, behavior). Kavaratzis (2008) men-

tions landscape strategies, behavior, organizational structure, and infrastructure as 4 important marketing components, which is seen in figure 3.1. This scheme shows the communication methods for the city's image, which can be divided in primary, secondary and tertiary communications. The scheme shows the different means and aspects city marketing can cope with.

1. 'Primary Communication relates to the communicative effects of a city's actions, when communication is not the main goal of these actions' (Kavaratzis 2008, p. 41).
2. 'Secondary Communication is the formal, intentional communication, that most commonly takes place through well-known marketing practices like indoor and outdoor advertising, public relations, graphic design, the use of a logo etc.' (Kavaratzis 2008, p. 43).
3. 'Tertiary communication refers to word-of-mouth, reinforced by media and competitors' communication. It is linked with the rest by an interrupted line, as it is not controllable by marketers' (Kavaratzis 2008, p. 43).

Figure 3.1 Framework of City Branding (Kavaratzis 2008, p. 41)



Kotler (in Kavaratzis 2008) indicates design (place as character), infrastructure (place as fixed environment), basic services (place as service provider) and attractions (places as entertainment and recreation) as the 4 main marketing components.

Kotler (1993) also describes the impact of the tertiary communication tools which have a major impact on the image of the city. He discusses the importance to 'use this media and try to control them due to this major impact they have'. Next to the television, newspapers, radio, magazines, billboards, and direct mail, nowadays new media tools are uprising thanks to the use of internet and the social media. Internet sites as Facebook, Hyves, Twitter and LinkedIn are becoming more important for the city's image then the conventional means. Next to the media tools, Kotler (1993) also mentions the use of additional promotional tools which can help or hurt a city, such as television series (Oh Oh Cherso), sports (ADO Den Haag), songs (O, O, Den Haag from Harry Jekkers) and sites (the Binnenhof). Whether these examples are helping or hurting the city is for everyone different.

The identity of a place is indicated as essential element in the marketing and attractiveness of a place. For this research it is important to understand this concept before it can be measured. What is then an identity, and what is the difference with the image of the place?

Figure 3.2 Chinatown The Hague



Figure 3.3 Zuidas Amsterdam



Figure 3.4 P.C.Hoofdstraat Amsterdam



Some clear examples of places with a strong identity are: Chinatown in The Hague, the Zuidas in Amsterdam and the P.C. Hoofdstraat in Amsterdam. What makes these places have such a strong identity? The function of the place determines for a great part the identity, but also something called 'the sense of the place'. Gianotten describes the importance of the sense of a place in his research on the appreciation of shopping centres. 'The sense of place is translated through different characteristics of the external environment, such as the layout, furniture and services. Also the décor, the culture, symbols and artifacts and all that triggers our senses, temperature, sounds, smells and colors, are important herein' (Mensen et al. 2003 p.19).

Different literature give different definitions of the identity of a place. Some definitions that are mentioned in the literature are; the use of the space, the meaning of the place, and the physical setting and spatial layout (Carmona & Tiesdell 2006; Sulsters & Schubert 2006). Kevin Lynch (1960, p.6) defines the identity of a place simply as 'that which provides its individuality or distinction from other places and serves as the basis for its recognition as a separable entity'. Camus (in Carmona & Tiesdell 2006, p. 105) indicates 'the static physical setting, the activities, and the meanings as the three basic elements of the identity of places'. Hajer (Hajer & Reijndorp 2001 p. 35) talk about the genius loci of a place: 'The genius loci is the unique characteristic of places which helps one place to distinct itself from other places, also called the identity of a place. It is the shape, the color or composition of an object which consumers perceive from the city as a typical image of the city. An identity of a place can exist longer than a human life'.

Concluding, distinction appears to be important, providing a certain combination of aspect which will distinct the place from other places. These aspects are not only physical settings, but also the activities, the use and the meaning of the place.

The opinions about the creation of an identity in the literature is somewhat contradicting. Kevin Lynch (1960) stresses the importance of the distinctive character or individuality of the place. But if this distinction is created with one identity or several identity, the literature contradicts.

- The Dutch organization Kennisplein mentions that the 'basic requirement is the establishment of an unambiguous identity. Subsequently it can be strengthened by referring to the past, the present or enhance the future by adding new features' (kennispleinmooinederland.vrom.nl 2010).
- Merrilees et al (2009, p. 365) discuss the use of identity in city marketing; they appoint the importance of promoting multiple characteristics. 'A lesson for city marketing authorities is that favorable city brand attitudes derive beyond a single dominant element, such as safety. [...] Local authorities should concentrate on several attributes rather than just one if they wish to rebrand their city substantially'.
- Massey (1994, p. 8) stresses that 'places do not have single, unique 'identities'; they are full of internal conflicts'.

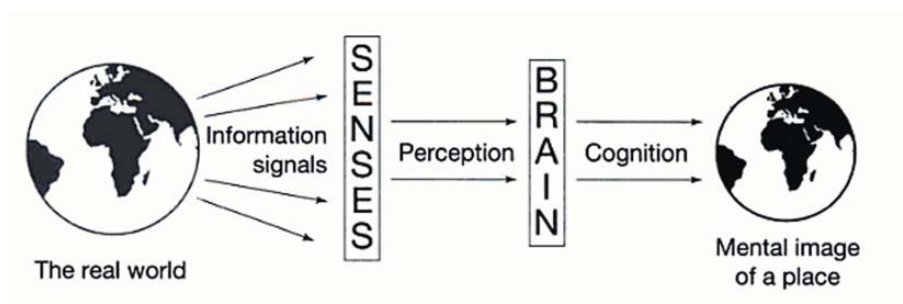
The use of one unambiguous identity or several unique identities, the most important conclusion is that it is important to appoint (several) characteristics or features which contribute to the identity of that place. Consultants of Stipo (Jansen et al. 2005 p.3) indicate the importance of the use of an identity as a strategy. 'The first step is to identify existing and latent qualities, which act as carriers of the identity. These elements are important icons, which are determinative for the perception of an identity. Important is to select only those aspects which are really unique, each time connected to the scale level on which consumers make their choices en questions themselves if similar identities are present'. They also discuss the problem that identities are subjective concepts. 'The task is here not the fusion where one experience is dominating, but making possible different positive experiences and perceptions of an identity carrier.'

Although the use of an identity is complex, it is an essential tool in urban planning. Connecting an identity to the place helps to reach the desired target group and is a useful marketing tool for the promotion and revitalization of the area. Being distinctive from other places and providing recognition of the place is important herein. This can be done with the help of different features or characteristics of the place, which should be a combination of physical and non physical aspects.

3.4 The importance of Perception

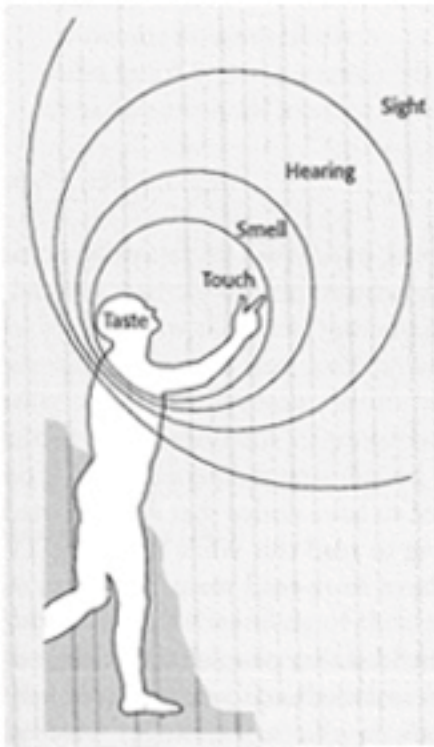
The communication of the identity of a place towards the consumer is strongly affected by the process of perception. How people encounter places and their behavior in that place, is strongly determined by the perception of their surroundings. 'People "meet" and understand cities through accepting their own perceptions and processing those perceptions into their own understandable image of the city' (Holloway & Hubbard 2001 p. 42). The image below, created by Hall (2006, p. 209), shows that the real world is different than our mental image of a place. The perceptions of the informational signals are transformed through our brain into an image. This process is very important in understanding how an identity should be communicated in the real world. The figure shows that cognition is very important in this process, which means that two people will never have the same mental image of a place. 'This is conditioned by the information signals they receive through their senses (e.g. sight, hearing, smell, taste and touch) and this part of the process is called perception. As our senses may comprehend only a small proportion of the total information received, the human brain sorts the information and relates it to the knowledge, values and attitudes of the individual through the process of cognition' (Page 1995 in Hall 2006 p. 209).

Figure 3.5 Perception of the real world (Hall 2006, p. 209)



Theoretical framework

Figure 3.6 The reach of senses (Holloway & Hubbard 2001, p. 41)

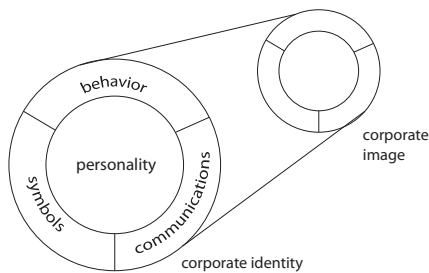


In general, the way perception works is the combination of the objective and behavioral environments which form the image of a place. William Kirk (in Holloway & Hubbard 2001, p. 42) explained the difference between the objective (or real) and behavioral environments. 'The first consist of the physical world around us and the latter consist of the psycho-physical field in which phenomenal facts are arranged into patterns or structures that acquire values in cultural context'. Kirk believed that it is not the behavioural, but the objective environment that provides the basis of human behavior and decision making. Not all philosophers think of the objective environment as the most important factor for perceiving the environment, they acknowledge the mind as the most decisive variable. The physical environment is important, but still every person encounters and perceives the same place differently. This depends on the mindset of each person. 'Behavioral approaches acknowledge that human action is mediated through partial and selective knowledge (i.e. based on particular perceptions of given situations or places). As such, cognitive models were developed that began to focus on the interpretation, synthesis and analysis of perceived information' (Downs 1970 in Holloway & Hubbard 2001, p. 45). One of these models was offered by Downs in his model of environmental cognition. 'This model attempts to show that the real world is the source of information which is then filtered through the five main perceptual receptors (taste, touch, smell, hearing and sight). In return this information makes sense according to an individual value system' (Holloway & Hubbard 2001, p. 45). Each individual perceives therefore different things due to our own psychological mind and membership of a different social group.

3.5 How an Image is formed

There is an essential difference between the identity of a place and the image of the place as explained before. 'Image is the more collective existing picture of an area. People from outside an area do not know to the full extent the identity, but only the image and reputation of that area. The image of an area is the picture that consists with others on the identity. This is not in line with the identity. It is strongly affected by knowledge and information, whereby the media a central role plays in influencing and maintaining a certain image' (Sulsters & Schubert 2006, p. 13).

Figure 3.7 Corporate Identity and Image (Birkigt & Stadler (1986) in van Riel 1992)



To provide a better understanding of the relation between image and identity, the framework made by Birkigt and Stadler (Birkigt & Stadler (1986) in van Riel 1992 p.163) will be used (figure 3.7). Although, the framework is constructed for corporate identities and images, it shows the important aspects in identities and images. Three instruments (communications, symbols, and behavior) determine the personality of the organization. 'Communication is the total of visual and verbal messages made by the organization, which is the most flexible and tactic instrument. Symbols are the 'images' an organization uses to support the activities, this can be logo's, slogan etc. Behavior is the key aspect for defining identity. The way the organization acts is the most decisive aspect where the target group judge' (European Institute for Brand Management 2009). This personality determines the corporate identity. The identity is here explained as: 'all that the organization truly is'; the image is defined as: 'reflection of the identity of the organization'. European Institute for Brand Management (2009) stresses that this is never in line with each other, due to the many factors that are concerned in this process. If the image is more positive than the identity, the organization runs the risk that the construction of the image can be harmed by negative publicity.

Other way around, if the identity is more positive than the image, the organization must use their image construction tools more effectively.

Between the model of Birkigt and Stadler and the communication model of Karatzis several similarities are found. The elements of primary and secondary communication are similar to the personality elements of Birkigt and Stadler, and the tertiary communication is the influence of the media that Birkigt and Stadler also mention. In the end the city's image is constructed through these elements.

3.6 Conclusion

City marketing became an essential marketing tool for cities since the globalization process. The goal of city marketing is to create a positive image of a place, in this way being distinctive from other cities. The identity of a place is very important herein. This identity, not only complies the function of the place, but is also a combination of hard characteristics (fixed environment) and soft characteristics (services, behavior), which together create the distinctiveness of the place. The process of perception is very important in the creation of the image. Perception is for each person different due to the effect of cognition on the information signals transmitted by the place. Perception is not only about what you see, but also what you hear, taste, feel and smell. This again shows the importance of the soft characteristics in communicating an identity in a place. This separation of soft and hard characteristic is also seen in the marketing mix for cities. The way this is incorporated in city marketing is comparable with product marketing. These hard and soft characteristics are communicated using different methods. First of all through the first communication level, using the hard characteristics, the meaning the design of the landscape and the infrastructure of the place. The second communication level uses advertisements and other media tools. Thirdly the image is communicated through the users of the place, where the soft characteristics are important. The importance of both, hard and soft, characteristics is used in the further research.

Chapter 4

Interviews

4.1 Introduction

The concept of an international shopping city was explored with the help of semi-constructed interviews with different type of experts on retail in The Hague. This was needed because the literature, policy documents as well as scientific research about an international identity were limited. The interviews were not only about understanding the ‘why’ and ‘what’ of this international identity, but also the ‘how’: how does this identity look like in practice according to the experts? With the help of the interviews the international identity was made operational. Besides the interviews with the experts, also in-depth interviews were held with two expats for a further research on the international identity. The results of this phase were used as input for the consumer research. First the method of both interviews are discussed, followed by the results of the expert interviews and finally the results of the expat interviews.

4.2 Interview method

4.2.1 Method

The interviews with the experts were constructed as semi-structured interviews. This means that the topics discussed were defined in beforehand and used as a guideline through the entire interview. Photos of national and international shopping streets were used to discuss the design variables. These images contained different design elements that were found in the literature. The interviews were analyzed with the software program Atlas.ti. Atlas.ti helps to quantify the qualitative results. In total a list of almost 50 codes were assigned to important quotes by the experts. These codes are labels for showing the important topics by the experts. For the coding, the full transcripts of the interviews was needed. Coding did not only help to find the most important subjects among all the interviews but also allowed to visualize the relationships between the different variables. The output was a list of important variables and relation schemes of the elements.

The interviews were held with public servants from the municipality of The Hague and with private developers. The public servants were all involved in the inner city policy from different departments. The choice for the developers was made with the help of Rick Zijderveld, the supervisor of this research from the Municipality of The Hague. The experts from the development companies, work at company which were, or still are involved in developments in the inner city and therefore familiar with the ambition of the municipality. The expats which were interviewed, are active members of the expat community in The Hague.

Table 4.1 Selected experts and expats

Municipality		
Lena Dalerup	DSO Program manager inner-city	03-02-2011
Wim Hamming	Project leader ‘The Hague, international shopping city’	03-02-2011
Stef Katwijk	DSO Program manager inner-city, public space	03-02-2011
Martijn van Dam	DSO Policy adviser Retail, department of economy	08-02-2011
Jeffrey de Jong	DSO Policy adviser, department of planning	08-02-2011
Marcel Nieuweboer	DSO Policy adviser, department of planning	08-02-2011
Fred van der Burg	DSO Policy adviser, department of urbanism	21-02-2011

Figure 4.2 Used photo during the expert interviews

1. Antwerpen
2. Almere
3. Liverpool
4. Malaga
5. Kopenhagen
6. Liverpool
7. London
8. Almere



Developers		
Arno Ruigrok	Adjunct Directeur MultiVastgoed BV	14-03-2011
Jacques Sinke	Directeur van International Retail MAB development	17-03-2011
Roel Willems	Ontwikkelingsmanager Syntus Achmea Vastgoed BV	21-03-2011
Expats		
Lucy Bossher	Expat living in The Hague original from Turkey	16-06-2011
Alison Grieve	Expat living in The Hague original from Scotland	04-07-2011

4.2.2 Design of interviews

The interviews with the expats were in-depth interviews. These interviews and results are described in chapter 4.4. The interview with the experts were constructed as semi-constructed interviews and consisted of three parts.

1. First part discussed the current inner-city retail policy of the municipality. This part discussed the target group of the policy for the whole inner-city retail area as well as the Grote Marktstraat.
2. The second part treated the international identity. The questions were about their ideas and beliefs about this identity. Again this part discussed the whole inner-city retail area as well as the Grote Marktstraat as an international shopping boulevard.
3. The third part discussed the specific variables in an international identity, with the help of a set of photos of national and international shopping streets (figure 4.2). The respondent were asked to appoint the streets and variables which they perceive as important in an international shopping street.

4.3 Results of expert interviews

4.3.1 Target group

The ambition for an international image is not directly aimed at the international consumers. This was quite clear among the experts. The main target group is the regional consumer, which already reached a stable amount in the last years, but still has the potential to increase in quantity. Within this group the fun shopper is the most interesting type of shopper, due to their higher spending budget. Dalarup explains: 'We [the municipality] always say that the target group for the inner city comes from the region, they are needed to function as basis. On top of this region we want to attract more visitors from the Netherlands to the inner city. The Grote Marktstraat is described as the 'Mekka for the mass' (Dalerup 2011)¹. Also van Dam explains that it is very clear that the foundation of the consumers are from the city and the direct region. 'From the marketing perspective, a radius of 30 kilometers is held. So this area includes the cities Delft, Leiden, etc. In this area there is already a lot to gain, and already provides a lot of revenues' (Dam 2011)².

The aim of the inner-city policy is to achieve the highest pedestrian intensity on the Grote Marktstraat in the next couple of years. This is why the Grote Marktstraat is focused on the mass consumers. Retailers decide on their shop locations based on the highest pedestrian intensity in a city. By aiming on the mass, The Grote Marktstraat can eventually become an A1-location and eventually take over the current number one position of the Spuistraat, which is not particularly a showpiece according to van Dam (2011). Although the most interesting

1 My translation (CG) of quote by Lena Delerup 2011

2 My translation (CG) of quote by Martijn van Dam 2011



shopping motif is fun shopping due to the high spending concerned, the motif for shopping that the municipality wants to facilitate in the Grote Marktstraat is diverse. All motives, fun shopping as well as run and goal shopping, should be attractive in the Grote Marktstraat. This is already apparent due to the department stores which are aimed at all motives.

Expats as mean

The international consumers are used as mean to exude an international atmosphere. The experts are very well aware that the expats' shopping streets are found in the Hofkwartier, Denneweg and Frederik Hendriksstraat. The use of the expats is on one hand 'to profile the international identity of the shopping area' (Nieuweboer 2011)³, on the other hand to 'strengthen the business climate for international companies' (Dalerup 2011)⁴. 'The expats are used as part of the experience. Also for their spending power of course, but this is sometimes overrated. They are primarily used for the international atmosphere in the shopping area' (Dam 2011)⁵.

Although the expats are not the main target group, but only used as part of creating an international identity, their presence in the shopping area is still needed. 'But if you focus on this groups, you need to do a lot to attract these people to the inner city. [...] The image of such a shopping area is not present yet, and if you will achieve this with only the Grote Marktstraat, that I don't know' (Jong 2011)⁶.

4.3.2 Operationalisation international identity

The respondents were asked to describe the important characteristics of an international shopping city. In the first place the respondents were free to mention all aspects they could think of. After this, photos were used to appoint the important aspects of the shopping street. It was hard for the respondents to operationalize this international identity without the photos.

The definitions of the respondents were ambiguous. The 10 experts mentioned in total almost 50 characteristics. Figure 4.3 shows these characteristics. The characteristics are divided into four categories:

1. Hardware. These variables are used as decoration elements, such as green, benches, lighting etc..
2. Layout. The category layout contains all variables which act as foundation for the decoration of the street. In other words, the layout is the frame of the street, the facades and the street self.
3. Software. Software consists of variables which are non-tangible. These include services or not-physical objects provided in the retail area.
4. Brand supply. Brand supply is a specific supply and also a specific type of software. This category contains all variables which have something to do with brands and shops.

The image also shows the extensiveness of an international identity. The perception of an international identity is apparently not that clear cut among the experts. The variables mentioned by the expert show, besides their individual importance, a correlations or relations with other variables in the same or other

3 My translation (CG) of quote by Jeffrey de Jong 2011

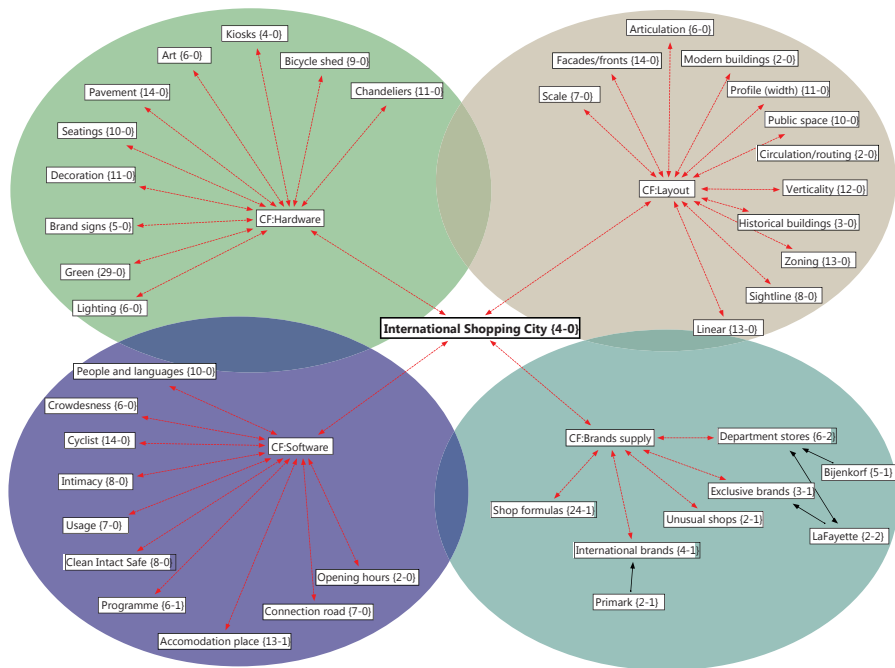
4 My translation (CG) of quote by Lena Delerup 2011

5 My translation (CG) of quote by Martijn van Dam 2011

6 My translation (CG) of quote by Jeffrey de Jong 2011

Figure 4.3 Variables separated by different categories

The two numbers behind the variable indicate the importance of the element. The first number is the times the variable is mentioned during all the interviews, the second number is the relation of the element to other elements (indicated by CG).



category. These correlations are discussed further on in this chapter.

When describing an international shopping avenue, the respondents often started with mentioning aspects of the Grote Marktstraat; the large scale of the street, the amount of retail floor space which is available, and the presence of different (fashion-) department stores. The best example of an international shopping boulevard, according to the experts, is the Meir in Antwerp. This street was not only appointed in the photo series but also spontaneously mentioned during the first part of the interviews. De Meir is applauded for its 'stay atmosphere'. The layout of the street, the decoration in the street (flags, trees, seats), and the atmosphere makes it a very pleasant place to stay. 'The Meir has it all, the building, the interior, the vertical parcellation, the Meir has it all (Ruigrok 2011)⁷.

4.3.3 Software

The experts made a distinction between hardware and software elements. Some experts state that the software elements are more important than the hardware elements. De Jong (2011) explains that the atmosphere particularly lays in the software elements, not only in the hardware elements. Van Dam find the languages the most tangible software aspects, 'this international identity is especially noticed in the cosmopolitan languages and a bit in the shop supply. That is something you can hear and feel in the street. The most tangible aspects are the languages which you hear in the streets' (Dam 2011)⁸. Next to the languages heard on the street and the shop supply, Dalerup and Katwijk also appoint 'a broader supply than only shops, also catering, hotels, etc., the whole package' (Dalerup 2011)⁹ and 'the type of people visiting the inner city of The Hague' (Katwijk 2011)¹⁰ as important software elements.

7 My translation (CG) of quote by Arno Ruigrok (2011)

8 My translation (CG) of quote by Martijn van Dam (2011)

9 My translation (CG) of quote by Lena Dalerup 2011

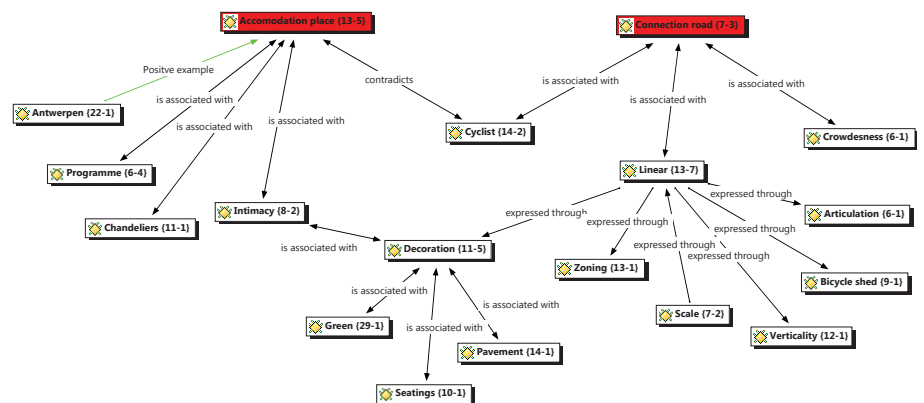
10 My translation (CG) of quote by Stef Katwijk (2011)

4.3.3 Hardware

Hardware elements are considered important, not only for the attractiveness of the street, also for the use of the street. ‘Decoration aspects may have a great meaning, although the users decides on this meaning, it gets shaped by the way the public space is used and perceived.’ (Hajer 1994). Between the respondents two different school of thoughts arose. The separation was divided between a group of respondents which thought of the Grote Marktstraat as a place to stay (a ‘living room’) and a group which thought of the Grote Marktstraat as a place of connection. Within these two perspectives, a clear division appeared on how to use the hardware elements. This division is shown in figure 4.4.

- A place to stay is strongly associated with intimacy, mix of program and seating. On the other hand, a strong contradiction is shown with bicycles and also bicycle sheds. Intimacy can be created with the help of chandeliers and green. ‘The bicycles in the Grote Marktstraat must leave, pure from the shop perception. The cyclist and the parked bikes interfere with the image of a shopping boulevard. In the perception of a ‘place for stay’ as optimal shopping climate, the bicycles do not fit in’ (Hamming 2011)¹¹.
- Green is on the other hand also associated with a ‘connection place’. The concept of a connection place is associated with a linear layout and crowdedness. The linear layout for its part can be expressed with elements in the public space such as green, decoration, pavement, and bicycle sheds. Zoning and articulation is also imported herein. As well as verticality of the buildings, which is strongly associated with a linear character. And of course the bicycles are a strong association with a connection road. A ‘place to stay’ implies a certain intimacy, shelter, and thereby being cosy and making the world smaller. And that’s not necessarily an international character. International character is something great and grandeur, something what is expressive and open, and for me, linearity and the rest of the world (Ruigrok 2011)¹².

Figure 4.4 Two school of thoughts, result from expert interviews



The first hypothesis which claimed that the hardware variables, the tangible object in the public space, are more important in the construction of an image than non-physical, such as the service and the use by others, already appeared to be false. The experts show that the software elements are just as important as the hardware elements.

11 My translation (CG) of quote by Wim Hamming (2011)

12 My translation (CG) of quote by Arno Ruigrok (2011)

4.3.5 Potential of Grote Marktstraat as International Shopping Boulevard

The question if the Grote Marktstraat has the potential to become an international shopping boulevard was answered mostly positive by the experts. The current layout, i.e. the fixed conditions, of the Grote Marktstraat provides the right framework for an international shopping boulevard. Although the image of an international shopping city is not really clear, the experts do think that the Grote Marktstraat has some potential. ‘The Hague does not participate in the international Champions League of shopping, absolutely not. However, The Hague does have certain qualities that makes it possible to step it up. It is a gradual process. But I don’t find the ambition too high, it is achievable’ (Sinke 2011)¹³.

Some specific elements in this layout are considered to have international characteristics. Together with the decoration elements, the layout determines for a great deal the function and use of the place. ‘It’s a very wide street with beautiful facades and national monuments in it. Also a huge retail floor space is to offer and possible to develop’ (Katwijk 2011)¹⁴. The scale and dimension of the Grote Marktstraat corresponds with the international trends of up-scaling by retailers. Different respondents acknowledge that the Grote Marktstraat provides the space to join this trend. ‘It’s a general trend that inner-cities develop increasingly bigger surfaces, there is a process of scaling-up going on’ (Ruigrok 2011)¹⁵. Besides the up-scaling, the international trends also includes visibility of multiple shopping floor. ‘Double high windows and a strong characterization of the brand are aspects that are part of it’ (Ruigrok 2011)¹⁶. Verticality of the facade is recognized as an important feature for the attractiveness of a shopping street. A vertical façade gives an international feeling according to different interviewees. Higher shop-windows is a part of this verticality. Hamming (2011) indicated that this is demanded by international retailers. High shops and also multiple shopping levels gives them the opportunity to showcase their merchandise and the brand. The respondents acknowledged that the Grote Marktstraat is one of the few location in an inner city in the Netherlands where this is possible. Which already results in many department stores located on the Grote Marktstraat.

The wideness of the street is also an important feature of the Grote Marktstraat which is quite unique for the Netherlands. The Grote Marktstraat with a 23 meters wide profile, is exceptional compared to some well known shopping streets in the Netherlands (Kalverstraat in Amsterdam 6 meters, Grote Staat in Maastricht 7 meters, Spuistraat in Den Haag 4 meters). Compared to international shopping boulevards, the Grote Marktstraat is relatively narrow (Zeil am Mein in Frankfurt 36 m, Meir in Antwerpen 45 meters). Even though, very speculative in nature, the wideness of the street determines the type of stores and brands which want to locate themselves on the Grote Marktstraat according to Ruigrok (2011). ‘There exists, very instinctive, different qualities where certain companies feel at ease with. It could be very well true that bigger brands want to locate themselves on the Grote Marktstraat, due to the hard and linear profile. The Spuistraat, which is more closed, attracts more the Trekpleisters, the Blokkers and the Coolcats’ (Ruigrok 2011)¹⁷. In this way the layout and scale of the street is a precondition for the type of shops located there.

13 My translation (CG) of quote by Jacques Sinke (2011)

14 My translation (CG) of quote by Stef Katwijk (2011)

15 My translation (CG) of quote by Arno Ruigrok (2011)

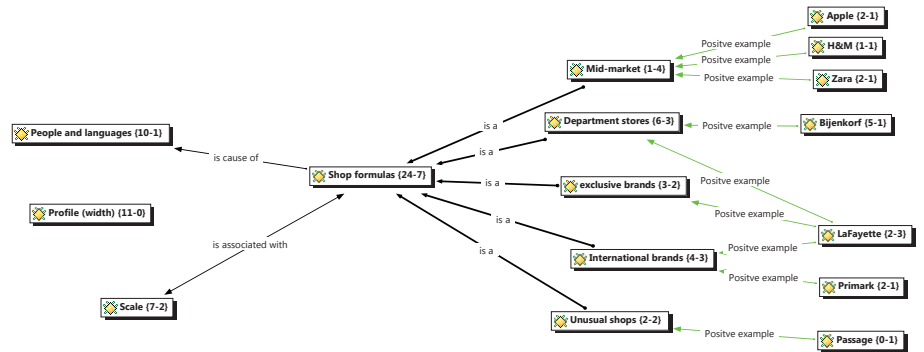
16 My translation (CG) of quote by Arno Ruigrok (2011)

17 My translation (CG) of quote by Arno Ruigrok (2011)

4.3.6 Brand supply

All respondents acknowledge the importance of the type of shops in an international shopping avenue. Although this aspect of brand supply is mentioned by each respondent, the opinion about the shop formulas which are offered in an international shopping city are extensive. International brands, exclusive high-end shops, unique stores, department stores, are all association with an international shopping avenue. According to Dalerup (2011) the shop formulas are the cause of the type of people which visit the city, for example ‘the presents of a Lafayette will increase the attendance of expats’. Figure 4.5 shows the extensiveness of this subject.

Figure 4.5 Relation of shop formulas and type of stores



The Bijenkorf is a store which is often mentioned during the interview. The presence of the Bijenkorf on the Grote Marktstraat has a positive influence on the attraction of other brands. According to Ruigrok (2011), not only the brand is of international allure, but also the monumental building.

The type of stores that strengthen the image of an international shopping city are unique shops, flagship stores, high-end stores and department stores (Dam 2011; Hamming 2011). Although these stated type of stores are quit extensive, one common feature is that it are not the mid-market, well known chain stores that fit in an international shopping city, according to the experts. Department stores and high-end stores are already present in The Hague, but unique brands and flagship stores are not yet enough present. However, not all experts agree on the opinion that an international shopping street contains high-end exclusive brands. Ruigrok illustrates this with the Meir: ‘What I find very interesting of the Meir in Antwerp, is that the Meir actually offers mid-market stores, behind the Meir you find the streets that offer high high-quality stores. This illustrates that international allure and high-quality should not be confused with each other. International allure can be big brand stores such as H&M, Apple, but also Espirit, but not necessarily a Gucci or Prada’ (Ruigrok 2011)¹⁸. The Meir is an important example of an international shopping street, but does not accommodate high-end stores and brands.

The Hague is active in attracting more distinctive stores to The Hague. The most recent acquisition of such stores are Primark (3th store in NL opens in 2014), Pull&Bear (1st store, opened in 2011), Riviera de Maisson (flagship store, opened in 2011). But still The Hague is not seen as number one place to locate in the Netherlands for retailers. The international retail real estate agents CB Richard Ellis and Jones Lang Lasalle indicate the strong position of Amsterdam as international attractive city for retailers. Taminiau, real estate agent at Jones Lang LaSalle (2011), points out Rotterdam as number two city, and The Hague

18 My translation (CG) of quote by Arno Ruigrok (2011)

and Utrecht on a shared 3rd position. Oderkerken, real estate agent at CB Richard Ellis (2011), does see a trend that The Hague becomes more international known than Rotterdam and Utrecht in the last past years. According to Odekerken (2011) and Taminiau (2011) the presence of international retailers in a city is important for the attraction of other international retailers to the city. Jones Lang LaSalle names the Sting and the Inditex formulas (Zara, Bershka, Pool & Bear) as important benchmarks, also the Bijenkorf is an important benchmark. These brands act as flywheel for other retailers. Oderkerken (2011) indicates the Primark in The Hague as important shop for the international position of the city. The image or identity of a city is not directly an important motive for retailers. The image is not directly decisive, but the presence of certain brands indirectly reveals a certain identity. Next it is only the case where space is available on short term.

The most important motives for choosing a city are (Odekerken 2011; Taminiau 2011)

1. Crowding of the street
2. Available space (on short term)
3. Benchmarks of retailers
4. Catchments area of the city

4.4 Interviews with expats

Because the description of an international shopping city by the expert was somewhat ambiguous, the expats were used to make this concept more operational. The expats were recognized as important flywheel for an international identity. Therefore, two in-depth interviews are held with expats living in The Hague. Lucy Bossher and Allison Grieve, both active in the Expat community of The Hague and describe themselves as fashion-gurus or fashionistas.

Service level Most discussed subject is the service levels in the shops of The Hague. The service level in The Hague is very low compared to other international cities. This is, according to both expats, the most annoying aspect when shopping in The Hague. Both interviewees state that the service level is not, as you would expect, higher in the expensive shops in the Hoogstraat and Noordeinde. The shops on the Noordeinde and Hoogstraat often fail in providing a high service level. According to Allison Grieve (2011) this results in an usual visit of the smaller boutiques where she knows that the service is up to level. These boutiques are mostly found on the Denneweg and (outside the inner city) Frederik Hendrikstraat.

A part of the service level are the opening hours. Both expats recognize that the opening hours should be extended, or at least become more flexible. The fact that shopping after work is not possible is for both expats absurd. The shopping night on Thursday evening, when the shops are open until 19.00, is too short. 'Late night shopping is a joke', according to Grieve (2011). Compared to Dubai where the shops are open each night until 23.00, shopping night is hardly recognized as shopping night by Bossher (2011). Also the fact that the shops are closed on Monday morning is very inconvenient for tourist according to Grieve (2011). According to Bossher (2011) the stores should especially be more flexible with their opening hours.

Brands Contrasting the experts, the expats find small boutiques, specialist stores and local designers more important than the presence of well-known

international brands. However, Grieve (2011) also acknowledged that her daughters do desire a Primark and all other international brands which are common to them. According to Grieve (2011) the prices in The Netherlands are higher than in some other countries, where the VAT level is lower. In international shops such as Zara and Mango the price cards shows the higher price in Euro's. According to Grieve (2011) many expats do their main shopping in other countries due to this price difference.

More important is a better mix of functions, according to both expats, they would like to see more coffee shops in the shopping streets, better book stores, more furniture shops, and a better mix of cafes and restaurant in the shopping streets. The Marks&Spencers is mentioned as important shop. In the past, when the Marks&Spencers was situated in The Hague, many expats visited the store to buy the uniforms for the British School. This would attract many expats to the inner city. Bosscher (2011) mentions that there should be a better mix of supply in the inner-city. Don't offer only fashion, also home accessories and design. Also better catering facilities are important, slow food is the newest trend.

4.5 Conclusion

The interviews with the experts and expats resulted in the following list (table 4.6). From Atlas.ti a list of most mentioned variables during the expert interviews was conducted, this included software as well hardware elements. The expats were also used as input for the important aspects, especially the software elements. These aspects were supplemented to the list.

Table 4.6 Result from interviews, list of important variables

Hardware: Decoration	Hardware: Layout	Software	Brands
Green	Shop fronts -height	Clean Intact Safe	Brand supply
Cyclist	Shop fronts - +2nd level	Opening Hours	
Chandeliers	Verticality (parcellation)	Service level	
Seating's	Profile (width)	Mix of functions	
Bicycle sheds	Zoning		

Defining an international identity was hard for the experts and therefore not one clear definition is provided. The interviews showed, just as the literature study, that software elements are equally important as the hardware in the street. Especially the expats focused on the software elements, and not so much on the hardware elements. The important software elements were opening hours, service level and the mix of functions in the street.

The hardware elements provide a framework for the use of the shopping street. Decoration elements such as seats, green and lighting, determine the way consumers use the street. Besides that the elements were in itself important, also a strong relation was shown between the elements, the way they are implemented and the opinion about the function of the Grote Marktstraat. While one part of the experts agreed on the Grote Marktstraat as place to stay, the other part thought of the Grote Marktstraat as connection place.

When desiring an international shopping street, the shop fronts and facades are important, these aspects have an international appearance according to the

experts. Especially verticality appears to be an international aspect, this can be done with vertical parcellation of the façade, the height of the shop-window and with creating the appearance of a shopping centre. The wideness of the Grote Marktstraat and the scale of the buildings provide the potential to become an international shopping street. The zoning of the pavement, the cyclists and bicycle racks are important for the perception of the attractiveness of the street. And of course, a shopping street needs shops. The type of shops which fit in an international shopping street was not anonymous among the experts. The list of variables is used as input in the consumer research.

Chapter 5

Consumer Survey

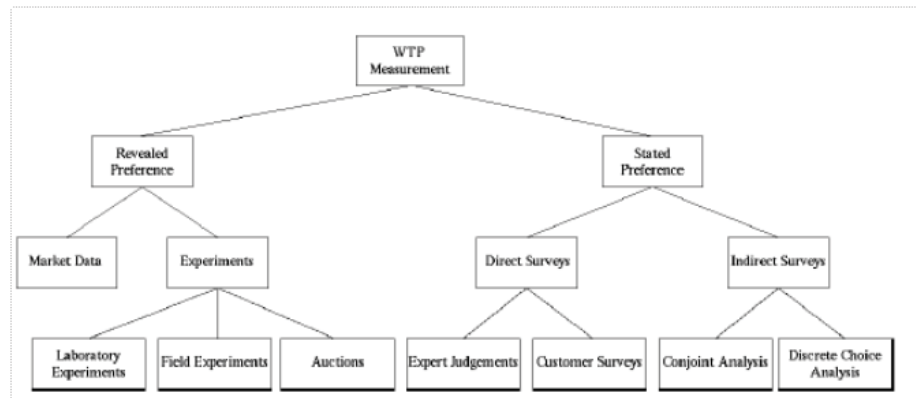
5.1 Introduction

The qualitative phase resulted in a list of important software and hardware aspects. These elements were tested during the quantitative phase. For the quantitative phase a consumer survey was used to study the perception of the consumer. An useful method to test the perception of these aspects is the Discrete Choice Experiment (DCE). This method will be explained in this chapter. DCE uses manipulated images containing the variables. The design of these images, called vignettes, is also explained in this chapter. Not all variable are possible and idealistic to test in the DCE, especially the software element cannot be visualized in the images. The perception by the consumer of these variables is done with the help of several questions in the survey.

5.2 Discrete Choice Experiment

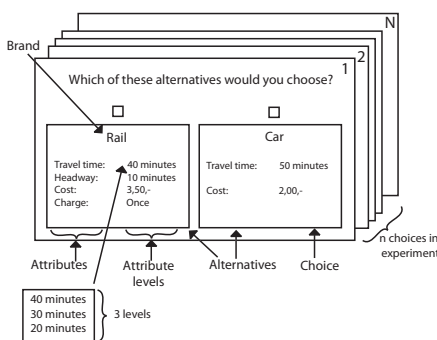
The discrete choice method is used for the research of consumers perception. To test the preference of consumers different methods can be used. The scheme in figure 5.1 of Breidert (2006) shows the different methods. The distinction is made between Revealed Preference and Stated Preference. The DCE is a Stated Preference (SP) method to test the utility of each variable.

Figure 5.1 Willingness To Pay (Breidert 2006)



‘Stated Preference methods are used to elicit an individual’s preferences for “alternatives” (whether goods, services, or courses of action) expressed in a survey context.’ (Louviere, Flynn et al. 2010 p.85). This differs from the Revealed Preference method, where the ‘data is obtained by observing individual behaviour in real markets’ (Louviere, Flynn et al. 2010 p. 85). The Discrete Choice Method uses manipulated images containing different levels of the variables. The variables are called attributes in the DCE. Each attribute has different options, which are called attribute levels. The variable Green, for instance, has the option No Green and Green, which are the two attribute levels. The explanation of the vignette is shown in figure 5.2 What you want to find with DCE are those attribute levels which contribute the most to the overall perception of a shopping street. DCE is different from asking directly the consumers which attribute level they prefer. ‘DCE proposes that there is a latent construct called “utility” existing in a person’s head that cannot be observed by researchers. That is, a person has a “utility” for each choice alternative, but these utilities cannot be “seen” by researchers, which is why they are termed “latent”’ (Louviere, Flynn et al. 2010 p.62). The difference between the direct and indirect survey method is that strategic choices are eliminated.

Figure 5.2 Explanation of a Vignette (RAND Europe 2006)



The different design variables (attributes) which are selected are combined in so called vignettes. In this research a vignette is a picture of a shopping street containing different levels of the attributes. Each vignette is therefore different. The experiment is designed as a choice-based model. "With choice based models the assumption is made that respondents choose for the alternative with the highest utility, and therefore, utility can be linked to the probability that an alternative will be chosen" (Molin 2011). The advantage of a choice based model above a rating based model, in which the respondent has to rate the attractiveness of the vignette on a likert scale, is that this approach is less subjected to the different uses of respondents of likert scales.

There are two important factors in the DCE function. First of all the latent choice utility, secondly the observed choice utility. The following function shows the overall utility function.

$$U_{in} = V_{in} + \varepsilon_{in}$$

'Where U_{in} is the latent, unobservable utility that individual n associates with choice alternative I , V_{in} is the systematic, explainable component of utility that individual n associates with alternative i and ε_{in} is the random component associated with individual n and option i ' (Louviere, Flynn et al. 2010 p.62).

Now the utility of an attribute can be derived from the function standing above, but the probability that this attribute is chosen is calculated with the next function. 'Thus, the probability that individual n chooses option i from a set of competing options is:

$$P(i|C_n) = P[(V_{in} + \varepsilon_{in}) > \text{Max}(V_{jn} + \varepsilon_{jn})], \text{ for all } j \text{ options in choice set } C_n$$

(Louviere, Flynn et al. 2010 p.63)

'This equation says that the probability that individual n chooses option i from the choice set C_n equals the probability that the systematic and random components of option i for individual n are larger than the systematic and random components of all other options competing with option i ' (Louviere, Flynn et al. 2010 p.63).

The calculation of all utilities was not done by hand, but with the software program called SAS.

5.3 The design of vignettes

The choice of attributes and their corresponding attribute levels are important for the outcomes of the vignette experiment. According to Louviere and Timmermans (in Molin 2011 p.9) there are 4 important questions to determine the most salient attributes for the vignettes: '1) Which idiosyncratically attributes can be ignored in order to retain a list which is salient and relevant to most of the time, 2) which attributes can be retained, recombined, or re-expressed to keep the set of attributes as non-redundant and as small as possible to make an experiment traceable? 3) are the selected attributes relevant to managers or planner? and 4) are the attributes clearly defined to the respondents.' From the list of attributes from the expert interviews eleven variables are used in the vignettes. The other important (software and hardware) variables are implemented in the question-

naire questions, since it was not possible to use these variables in a visual way. The vignettes are made with the help of different software programs. The 3D model is first made in the 3D software program Sketchup. The renders are made with the help of the rendering software Kerkythea. Finally, each image is edited in Adobe Photoshop, where the last variables are implemented, such as the dirt on the ground and the chandeliers.

The position of the camera is important to get a realistic image, the image you also would have when standing in a real shopping street. With the help of photos of the Grote Marktstraat the right camera position is constructed. The street in the image is based on the current Grote Marktstraat. The buildings in the back of the image are existing buildings. The buildings in the front on the left and the right side are designed to be able to vary in the building attributes.

Table 5.3 Attribute list

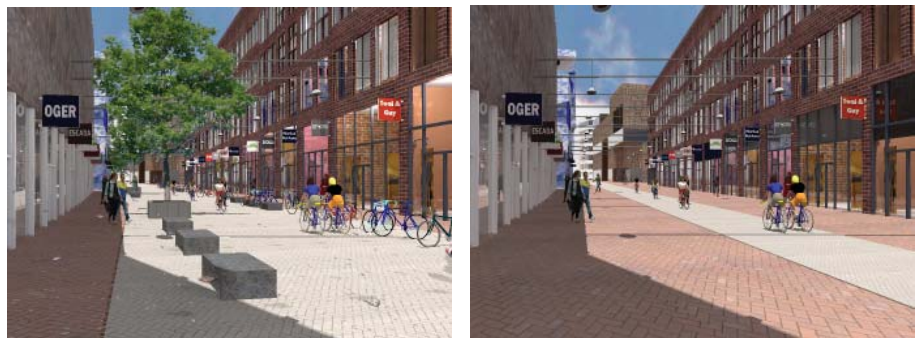
Attributes
1. Green
2. Height of windows
3. Bicycles
4. Lighting fixtures
5. Parcellation
6. Shop level visibility
7. Seats
8. Indication of zones
9. Profile dimension
10. Neatness
11. Bicycles racks

The table 5.3 shows all the attributes. These are with their corresponding levels discussed here in the way they are visualized.

Green Green is the most mentioned variable during the interviews, appointed in the photos as well as spontaneously mentioned. The amount and the level of green depends strongly on the wideness of the street. The Grote Marktstraat is on the widest point 23 meters wide, which is almost half the wideness of the Meir (43 meters wide). Two sides of three is not realistic for the Grote Marktstraat. Therefore two levels will be tested: Green_NoGreen and Green_Green (figure 5.4).

Seating In the new developments plans for the Grote Marktstraat the architect Lana du Croq designed special benches. These benches are not used in the vignette method, because they were not possible to implement in the images. Instead normal benches are used, which are based on the seats on the Meir in Antwerp. This variable has therefore two levels; Seats_NoSeats and Seats_NormalSeats (figure 5.4).

Figure 5.4 1) Vignette with green and seats 2) Vignette without green and seats



Shop front Height The height of the shop front is important for the retailers to showcase their merchandise. According to the experts, higher shop-windows give a more international appearance. The standard height of a shop-window differs due to the different type of buildings. The height of a 'normal' shop-window is 4 meters from the ground till the top of the glass, based on the shop-window in London. A high shop-window is 6 meters from the ground till the top the glass, based on the shop-windows in Liverpool (figure 5.5 and figure 5.6).

Cyclist The cyclists are a specific aspect for the Grote Marktstraat. Allowing cyclist in the Grote Marktstraat is a topic of much debate. The experts are

also divided in their opinion. Some experts state that the cyclist should be forbidden to achieve a pleasant shopping street, other state that the uniqueness of cyclists in a shopping street helps to be distinctive from other shopping streets. This variable has two levels: Cyclist_Allowed and Cyclist_NotAllowed (figure 5.7).

Figure 5.5 High window heights in Liverpool and translated into the vignette



Figure 5.6 Low window height in London and translated into the vignette



Bicycle_shed In addition to the discussion about cyclist, the opinion of the bicycles parked in the Grote Marktstraat is also a discussion point. Some of the experts see the parked bicycles as messy and unattractive. Ruigrok (2011) sees the sheds as a way to accentuate the linearity of the street. Also the bikes stalled on the Meir are seen as element to create activity and commotion in the shopping street, according to van der Burg (2011). The levels which are used in this research are: no parking at all (RacksPark_NoParking), parking in bicycles racks (RacksPark_1Lane) and the last level is the current situation, the bicycles are parked everywhere (RacksPark_Random) (figure 5.7).

Figure 5.7 1) Cyclist allowed, no parking 2) No cyclists, 1 lane parking 3) No cyclists, random parking



Lighting Lighting is important in every public space. In the design of Lana du Croq, special lighting fixture are made which are based on (ballroom)

Figure 5.8 Lighting fixture by Lana Du Croq, translated into the vignette and normal street-lights in vignettes



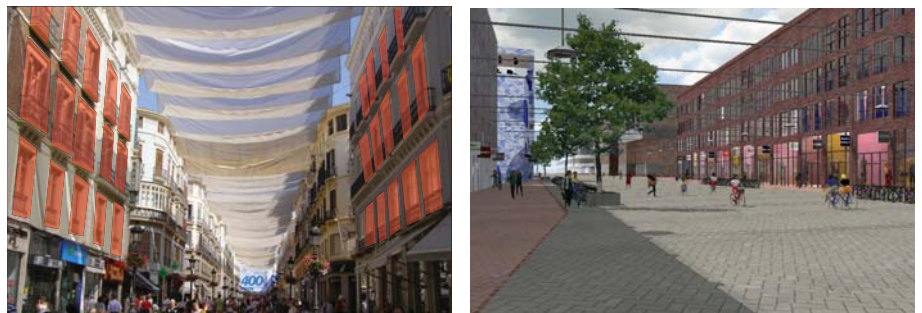
chandeliers. These chandeliers are placed on three spots in the Grote Marktstraat. Between those chandeliers, cone-shaped lighting fixtures are placed. It was tested if these chandeliers really enhance the international identity of the street. These chandeliers are tested against 'normal' lighting fixtures. The two levels are Streetlights_Candliers and Streetlights_Normal (figure 5.8).

Parcellation The layout of the facades of the buildings is more attractive when a vertical parcellation is used than a horizontal layout of the facade, according to the experts. This attribute is close connected to the attribute shop window, but it is not the same, as is seen in Liverpool where a horizontal block still has high shop-windows. De buildings in Malaga are, according to the respondents, a good example of vertical buildings. The building in Frankfurt by contrast are perceived as 'monotonous building block' (Ruigrok 2011). This variable has two level: Parcellation_Vertical and Parcellation_Horizontal (figure 5.9, 5.10).

Figure 5.9 Horizontal parcellation in Frankfurt and translated into the vignette



Figure 5.10 Vertical parcellation in Malaga and translated into the vignette



2nd Shop level visible Multiple store levels is also an international trend according to the experts. This multiple store levels is derived from the shopping centres where verticality is very important. The perception of the visibility of the second store level will be tested with two attribute levels; visibility of people shopping (ShopLevel_Visible), and closed curtains (ShopLevel_NotVisible).

Figure 5.11 Vignette with visible second level and vignette without visible second level



Zoning With the variable zoning, the layout of the pavement is meant. Zoning is important, according to the experts, to steer the consumer. Especially in a wide street profile zoning is used to guide the consumer through the area. The Meir shows a clear zoning of the pavement. On the Meir a wide middle zone is applied and narrow side zones (ZoneDim_3ZonesSmall). The other possibility is to apply a narrow middle zone and wider side zones (ZoneDim_3ZonesBroad). Or no zones is used, and the pavement is uniform over the wideness of the street (ZoneDim_NoZones) (figure 5.12).

Figure 5.12 1) Vignette with no zoning, 2) vignette with narrow stroke, 3) vignette with broad stroke



Profile The wideness of the Grote Marktstraat is considered as potential for international allure, by the experts. With three type of profile dimensions the perception of the consumer is tested for this variable. The smallest profile width is 9 meters, which is somewhat broader than the wideness of the Spuistraat in The Hague (ProfileDim_Small). The middle profile dimension is 24 meters, which corresponds with the wideness of the Grote Marktstraat (ProfileDim_Medium) and the third broadest dimension is 35 meters (ProfileDim_Broad), which corresponds with the wideness of the Meir in Antwerp, a well appreciated shopping street by the experts.

Figure 5.13 1) Vignette with small profile dimension 2) medium profile dimension 3) broad profile dimension



Clean_intact Clean and intact is not only important for the respondents; a research of BRO (2007) also found that this is important for the consumers and inhabitants of The Hague. 'It should be a nice design, but more important, it should be clean and intact' (Burg 2011). This asks for a high management and control level. The question remains to what extend the smaller dirt is noticed by the consumer. Chewing gum on the street is very difficult to clean and therefore costly to remove. The levels of this attribute are: 1) very clean street and therefore high maintenance level (Neatness_Clean), 2) bigger dirt is removed, but chewing gum

Figure 5.14 1) Vignette with Neatness_clean 2) vignette with Neatness_middle and 3) vignette with Neatness_dirt



is still shown (Neatness_Middle) and the last one 3) a very low maintenance level and therefore more dirt shown (Neatness_Dirt) (figure 5.14).

As we have seen, the number of levels differ among the attributes. The number of levels varies between 2 (7 attributes) and 3 levels (4 attributes). In a full factorial design this would mean that the number of combinations would be 10.368 ($2^7 * 3^4 = 10.368$). This number is too large to test in the experiment. Therefore a fractional-factorial design is used. It allows us to reduce the number of combination without losing the significance of the outcomes. "A fractional factorial design is usually an orthogonal selection of the full factorial. Orthogonal means that the attributes are not correlated across all the profiles' (Molin 2011 p.13). The fractional-factorial design is made with the help of the software program SAS. SAS calculates the most efficient design for the choice experiment. In the end the combinations is reduced until 12 blocks of 6 sets of 2 alternatives each time. Within these sets 5 attribute are fixed and the other 6 attributes differ in each choice set. This makes it possible to allow interaction effects between the attributes. This means that 144 combinations had to be made, all these combinations are found in appendix A. The respondent is each time randomly assigned to a block. To get a significant result each block needed a minimum of 10 respondents to get significant results (general rule).

Table 5.15 List of attributes used in the vignettes with corresponding attribute levels

Attribute	Levels		
1. Green	No green	Trees	
2. Height of windows	4 m high	6 m high	
3. Bicycles	Bicycles allowed	No bicycles allowed	
4. Lighting fixtures	Normal design	Chandeliers	
5. Parcellation	Vertical parcellation	Horizontal parcellation	
6. Shop level visibility	Shops on 2nd level visible	No shops on 2nd level visible	
7. Seats	No seats	Seats	
8. Indication of zones	No zones indicated	Three zones, broad mid zone	Three zones, small mid zone
9. Profile dimension	Small (9 m wide)	Medium (23 m wide)	Broad (45 m wide)
10. Neatness	Dirty	Normal clean level	Very clean
11. Bicycles racks	No Racks, no parking	No racks, random parking	Racks, one line parking

5.4 Design consumer survey

The questionnaire was constructed in three parts. The first part contained open and multiple choice questions about the image and identity of The Hague. The second part of the questionnaire contained the vignette model. The third part of the questionnaire contains questions about the characteristics of the respondent. The survey was focused on two type of consumers, the Dutch consumer and the expats. The expats were used to operationalize the international identity and to identify the important aspects in an international shopping street. The Dutch consumers were used to compare these aspects based on the background of the respondent.

5.4.1 Outline survey

Part 1 The first part of the survey included questions about the way the respondent uses the inner city of The Hague. How often do they shop in The Hague, how do they reach the inner-city and which streets do they visit. To explore their image of The Hague several questions are asked about the amount of shops, type of shops, the public space and other services. For these questions a 5-point scale is used. Each question uses different extremes. These questions are useful to examine if there is a mismatch between the real physical world and the image of The Hague. If there is a mismatch it will be important for The Hague to improve their marketing. It is also important to test the way the respondent think of the uniqueness of shopping areas in The Hague, how far is it comparable with other cities.

To test the shopping value of the respondent is, the respondent is asked to react to 6 statements about shopping. In this part a couple questions are asked about their ideas of an international shopping city.

Part 2 The second part of the questionnaire was the visual choice experiment with the vignettes. The respondents were randomly assigned to one of the 12 blocks, where they had to make 6 times a choice between two images. After this part all respondents continued to part 3.

Part 3 The last part of the survey were questions about the personal characteristics of the respondent. The questions were about: age, residence, gender, income, education level.

The whole questionnaire can be found in the appendix B.

5.4.2 Procedure

The questionnaire was designed in the software program NetQuestionnaire. NetQ offers the possibility to design a questionnaire for online purposes. The program creates a link which can be used to put the questionnaire online. The response is automatically saved in the program. Afterwards all the answers can be exported to Microsoft Office excel or SPSS to analyse the results.

To reach the respondents, the choice was made to use an online questionnaire. This method had advantages and disadvantages compared to offline surveys. This online method lowered the possibility that the direct retail environment would affect the answers of the questions compared to approaching people directly on the streets and let them fill in the questionnaire on the spot. By publishing the questionnaire online the disadvantage rose that a selective group was approached. Older people are less likely to visit the website and fill in the questionnaire. This had to be considered when analyzing the results. Also the response rate was lower than when approaching people on the street to directly fill in the questionnaire. The effort to reach the same amount respondents was probably higher with an online survey. For this research it was important to reach a vast amount of expats. An online survey helped to reach these respondents. The municipality of The Hague provided different parts of their website to place the link to the questionnaire.

The link to the online survey was also communicated on flyers. This is a way to increase the responds and reach a wide range of consumer types. The flyers was printed with a Dutch and English side, in this way the flyer could also be used to approach the English speaking consumers. The amount of flyers which were printed was 2500 pieces. On the flyers a QR-code (Quick Responds) was placed.

The QR code is comparable with a bar code, which can only be scanned with a Smartphone and access to the internet. By scanning this code the respondent could fill in his/her email address where the questionnaire was sent to. Among the respondents 5 respondents were rewarded with a Bijenkorf voucher worth €50,-.

The link to the questionnaire with an introductory text was placed on different websites and different places. The most important website where the survey was placed online was the website of the municipality. This questionnaire, which was accessible using different sub sites; /ondernemen, /bewoners and /bezoekers was online from 7/7 until 30/9.

- www.denhaag.nl/en/residents.htm (online for 2,5 months)
- www.TheHagueOnline.com (online for 2,5 months)
- www.iamexpat.nl (article about the survey on 29/7/2011)
- Different social media sites for expats in The Hague and Netherlands (twitter, facebook, linkedin)
- Flyers at the International desk in the city hall in The Hague

5.6 Conclusion

Based on the expert interviews a list of important elements was used as input for the consumer survey. The hardware elements were tested with the so called vignette method and the software elements were tested with the help of several open en closed questions in the survey. The vignettes were analyzed with the Discrete Choice Method, a Stated Preference method to measure the utility of the attribute levels. The attributes levels were visualized with the help of different design software programs. A fractional-fractional design was used, which resulted in 72 choice sets, meaning 144 vignettes. In the following chapters the results of the survey are discussed.

Chapter 6

Results

Results

6.1 Introduction

In this chapter, the last sub question is answered: which variables are important for an international shopping city by the consumers? This is done with the help of the quantitative part of the research, the consumer survey. The survey consisted of three parts; a part with open and multiple choice questions concerning software aspects, a part with the vignette method, and a part with questions concerning personal characteristic aspects. All three parts are discussed here, starting with the descriptive results of the respondent. The results of the first part of the questionnaire was analyzed using SPSS and Excel. Thirdly, the vignette method was analyzed using the Discrete Choice Method in the program SAS. The results were used as foundation for the final conclusions and recommendations.

6.1 Sample description

The questionnaire was online for a period of 2,5 months, from July 7 until September 26 2011. In this period, 298 respondents completed the questionnaire. The link to the questionnaire was provided on different websites. With the help of flyers, distributed in different parts of the inner city of the Hague, the consumers were attended to the survey. The survey on the municipal website received the most respondents; this is because the link to this website was provided on the flyers. The percentage of people that started the questionnaire and finished it was 63,5%, the percentage of people that were contacted and finished it was 19%. This means that after reading the introduction, a big part of the respondents decided to quit the questionnaire. The average time taken to complete the questionnaire was around 20 minutes. The expectation is that most of the time went to the vignette method. Different respondents told that they found it hard to make a choice between the two vignettes, but at the same time, people enjoyed deciding between the two images. The vignette method received a lot of positive feedback, some of the reactions received by email are found in the appendix C. The QR-code (Quick Response-code) which was provided on the flyers, received positive reactions. People could scan the code with their mobile phone; this led them to a page where they could leave their email address behind. Next, the questionnaire was send to their email address. This resulted in a high responds ratio of 55%. Meaning, that 55% of the people who scanned the code (were contacted), completed the questionnaire, which is a lot higher than the 19% through the conventional way. The QR-code was scanned 12 times. Although, this is not a high number, the potential of this method is seen. It does seems to be an effective method to achieve a higher response rate.

Figure 6.1 Respondents age

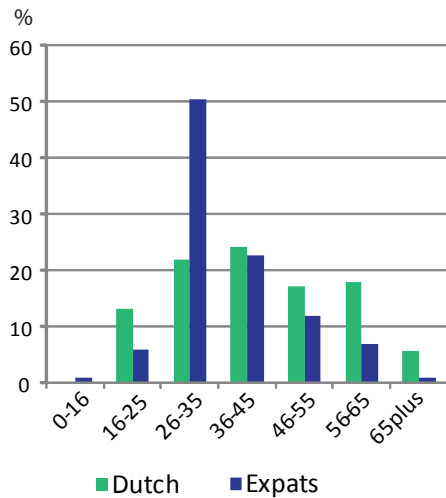
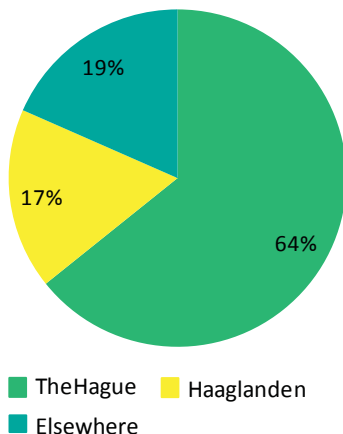


Figure 6.2 Residence of respondents



Age

The largest age group is the group of 26-35 years, this group presents over 30% of the total respondents (fig. 6.1). The youngest respondent is 12 years old and the oldest is 83 years old. In the subgroup expats, the division of age showed less spread. The age group 25-35 represents a bigger part in the sub group expats, 51% of the total expats fall into this group. This shows that the Dutch are in this sample, on average older than the expats.

Residence

The majority of the respondents (64%) lives in The Hague, 17% lives in the remaining area of the Haaglanden and 19% lives elsewhere in the Netherlands. This unequal division was expected because the consumers that were ap-

proached by the flyers were consumers in the shopping streets; the majority of the public in the shopping streets are from The Hague or Haaglanden. Also due to the placement of the online survey on the municipal website, it was expected to receive a high ratio of inhabitants of The Hague. The visitors research of BRO in 2007 shows the same division of residence of the visitors in the inner-city of The Hague (BRO 2007 p.21).

Language

The respondents were asked at the start of the survey to choose the language they prefer for the questionnaire. Thirty-five percent chose the English setting of the questionnaire and the majority, 65%, chose the Dutch setting. The language setting was used in the further research for the assumption that the respondents that choose the English language setting are expats, and the respondents that choose the Dutch language setting are Dutch consumers. This was important for the operationalisation of an international shopping city. The use of two sub-groups, the Dutch and the expats, shows if there is a difference in perception caused by the background of the respondents.

Gender

The division of male and female is not quite equal. The women represent 63% of the total sample and the man 37%. This could be explained by the fact that the subject shopping is usually more appealing to women than to men.

Education

The majority of the Dutch respondents, 75%, has received an university degree or higher professional training. The education level of the respondent does not match the national education distribution. The percentage of the Netherlands which completed university or higher professional training is 19% (CBS, 2010). This makes it not possible to analyze the interactions of the perception with the education level. The division among the two consumers groups shows that the expats have a higher percentage of university degree and the Dutch have a higher percentage of higher professional degree.

Income level

One third of the respondents has a disposable income of more than €3500,- a month per residents, this counts for both subgroups. This is quite high compared to the national average which is a disposable income of €2740,- a month (CBS 2010). This higher average of the disposable income of the whole sample is in line with the high average education level. Figure 6.5 shows the division among the two consumer groups. The division in income, between the expats and the Dutch consumers, is fairly equal, only the last category 'refuse to answer' shows a clear difference between the groups. A larger amount of expats (34%) than Dutch consumers (18,8%) refused to answer this question.

Shopping values

The shopping values of the respondents were examined with the help of 6 statements which had to be graded on a 5-point-scale. These six statements were conducted from the research of SmartAgent (The Smart Agent Company 2009). In this way the sample can be used for comparison with the respondents sample of SmartAgent in the future. The respondents are divided into two categories of shoppers, hedonic and utilitarian shopper. Those categories are based on the consumers shopping value, not on branch segmentation (run, fun, goal). Utili-

Figure 6.3 Language setting

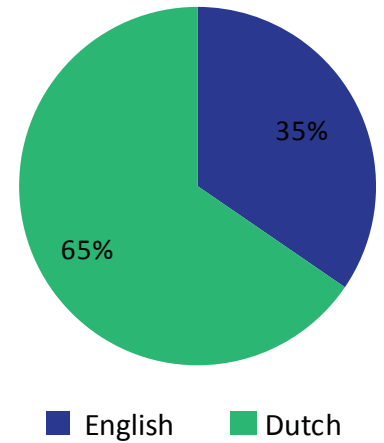


Figure 6.4 Education level of respondents

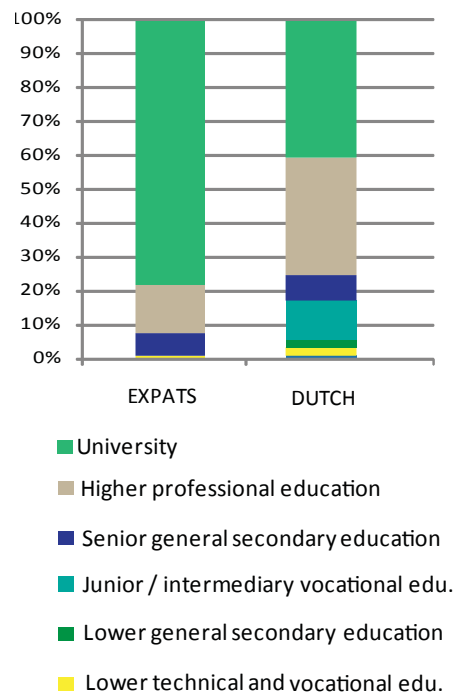
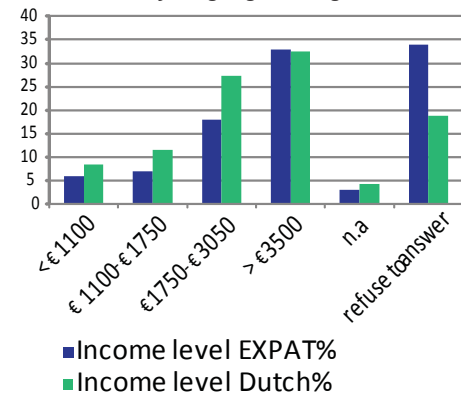


Figure 6.5 disposable income/month/resident, divided by language setting



Results

tarian shopping values include task-related shopping activities while hedonic shopping values are based on a shopping experience. 'Hedonic shopping value reflects the value received from the multisensory, fantasy and emotive aspects of the shopping experience, while utilitarian shopping value reflects the acquisition of products and/or information in an efficient manner and can be viewed as reflecting a more task oriented, cognitive, and non-emotional outcome of shopping' (Jones et al. 2006 p.974).

The following six statements formed the basis for the categorization of the shopping value:

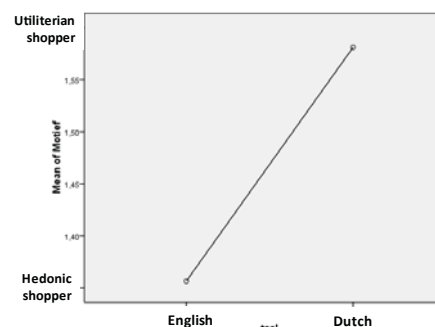
- 1) I often look if I can find something nice
- 2) I shop mostly for fun
- 3) I only go shopping when I really need something
- 4) I prefer to shop on quiet moments
- 5) Shopping is a day out for me
- 6) I always come home from shopping with more purchases than I had planned

The statements are answered on a 5-point-scale. The assumption is made that the hedonic shoppers scored high on statement 2, 5 and 6, and the utilitarian shopper scored high on statement 1, 3 and 4. In this way the points are add up and divided into the two categories.

An one-way ANANOVA test is performed to see if there is interaction between the language and the shopping value of the respondent. The one-way ANANOVA test compares the means of the variables. The significant level is $p > 0.05$. If the significant level is below 0.05, the interaction is significant. The dependent variable is Language and the factor variable is Motive. The variable Motive is defined as follows: 1=hedonic shopper, 2=utilitarian shopper. Figure 6.6 shows that there is a significant relation found with a significant level of 0.013. The graph 6.7 shows that the Dutch consumers have a slightly higher motive mean and therefore the Dutch respondents are a bit more utilitarian shoppers than hedonic shoppers. The expats lean towards hedonic shopper motive.

Table 6.6 One-way ANANOVA test results Graph 6.7 Relation Motive and Language

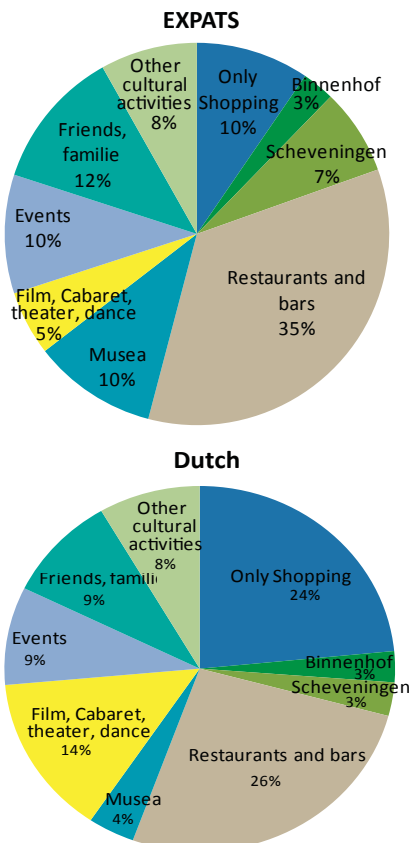
	Mean Square	F	Sig.
Between Groups	1.525	6.188	0.013



Activities

The question: when visiting The Hague for shopping, which other activities do you do besides shopping during the same trip? shows a couple of differences between the two consumer groups, the expats and the Dutch consumers (figure 6.8). Almost a quarter of the Dutch respondents indicate that they do not undertake other activities when visiting the inner city of The Hague for shopping. Expats combine shopping much more (90%) with other activities than the Dutch do (76%). This could indicate that expats consider shopping much more as a social activity than the Dutch consumers do. Figure 6.8 also shows the difference in percentage of the sample visiting bars and restaurants. Expats visit these type of leisure activities more than the Dutch group does (respectively 35% and 26%).

Figure 6.8 Activities done during a shopping trip by expats and Dutch respondents



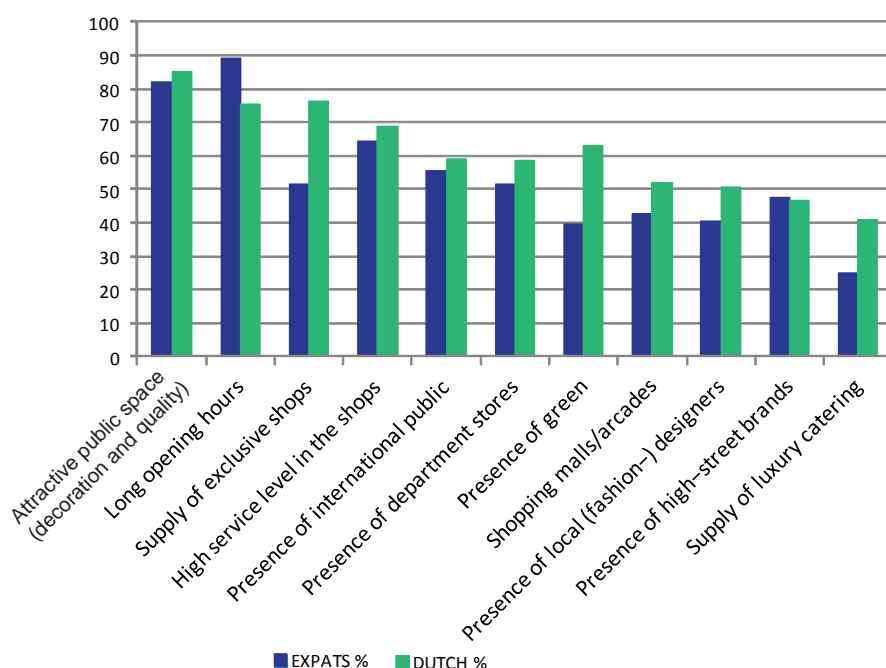
Income	More than €3500,-	More than €3500,-
Streets were to shop	The Grote Marktstraat, the Spuistraat/Vlamingstraat the Passage and Hoogstraat/Noordeinde	The Grote Marktstraat, the Spuistraat/Vlamingstraat the Wagenstraat/Venestraat, Passage, the Hoogstraat/Noordeinde and occasionele the Haagse Bluf and schoolstraat
Likes to do during shopping	Restaurant en bars, museums and other events during shopping trips	Much more purely shopping, but also visits theatre and different kind of performances.
Shops at...	Saturday and Sunday, but also after work	During the day (also during lunch break) and on Saturday and Sundays
Shops for...	The social aspect, prefers to shop on more quite moments, does not only shop for purchases. Much more a hedonic shopper	Not really a day out, less for the social aspect and more to look for nice things and thus not only for goal orientated shopping. Much more an utilitarian shopper.

6.3 International shopping city supply

The consumer survey discussed the important software aspects in an international shopping city. A list of aspects were given, which the respondents could check if they found it important for an international shopping city. The results are shown in figure 6.15.

1. The first conclusion is that, apparently, the whole package is important for an international shopping city. The consumers chose none of the aspects noticeably less. Both groups agree on the importance of an attractive public space. Also the software element, the presence of international public, is considered important by both consumer groups.

2. The Dutch find, remarkable enough, the presence of exclusive shops much more (76%) important than the expats do (52%). With a percentage of Figure 6.15 Important aspects for an international shopping street according to respondents



48%, the supply of high-street brands is almost just as important for the expats as the supply of exclusive shops. During the expat interviews this is already explained, shopping is more expensive in The Netherlands than in other European countries due to the Dutch VAT level, therefore many expats do their purchases elsewhere.

3. The high service level is for both groups again important. This is consistent with earlier conducted research: 'Good service alone accounted for more than 90% of the variance in consideration' (Finn & Louviere 1996 p. 250). Important are also the longer opening hours (89% of the expats and 75% of the Dutch consumers).

4. Presence of green seems to be more important for the Dutch consumers than the International consumers. This difference is also seen in the results of the vignette experiment, which will be discussed in the next section.

In addition to the previous question, the important aspects for The Hague as shopping city were discussed. The answers to this open question are divided into different categories. Some of the important categories correspond with the multiple choice question, other are relatively new.

1. Attractive public space: cleaner, better pavement, more attractive buildings, more places to rest (benches).

2. Better service: friendlier people, more customer service in the shop, public toilets, stores more children friendly.

3. Longer opening hours

4. Different brands: exclusive shops, but even more important, unique brands, more international shops especially in the food sector, outlet shops, department stores such as Marks&Spencer, and a better mix of functions. These answers show again that the brands and type of shops is indeed important for the image as international shopping city, as the experts mentioned during the interviews. Not only exclusive shops are important in this content, but probably even more important is the mix of shops and a more unique supply of goods, such as international food supply. This is discussed later on more extensively.

5. Language: signing in English, more English speaking people in the stores.

6. Although less discussed, the aspect of the wide profile dimension of the street is mentioned a couple of times by Dutch respondents and expats. According to both respondents the streets, such as the Spuistraat, are too narrow to fit in an international shopping city.

7. Discount actions for expats, tax-free shopping and more activities and events in the shopping streets are also suggested. Timmermans and Oppewal (1999, p.61) also found that 'the amount of street activities is important for the pleasantness of the street'.

6.4 The image of The Hague

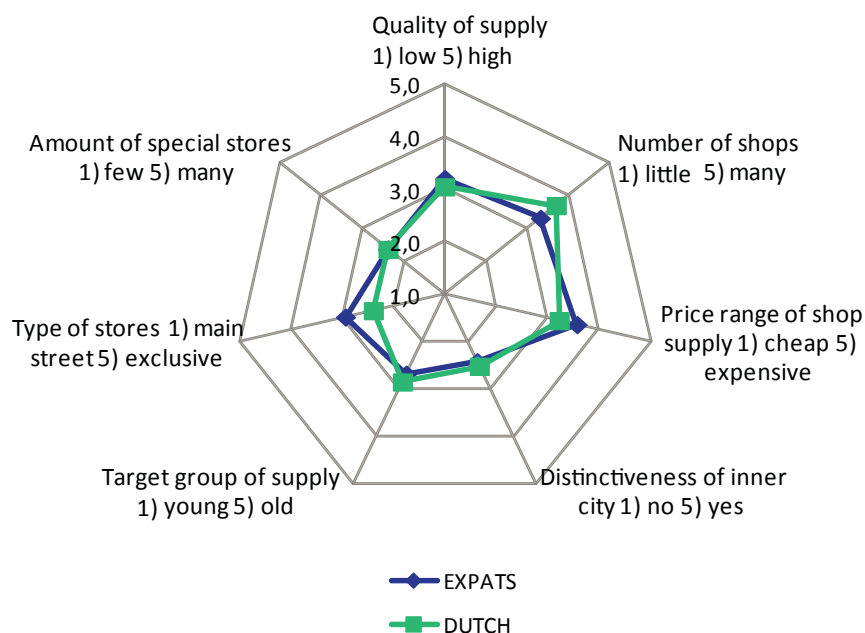
The important aspects of an international shopping city are clear; attractive public space, presence of green, high service level, supply of exclusive shops but also a mix of type of shops, and longer opening hours. To what extent The Hague complies with these aspects will be discussed here. The image of The Hague by the respondents is tested with the help of several questions. The questions are about the public space, the amount of shops, the type of shops, the price level of the shops and the target group of the shops. It is important to remember that these results concern the image of The Hague by the respondents, and not the actual

situation. Each question is answered on a 5-point-scale. The use of a likert scale with a 5-point-scale carries the risk of the so called 'central based tendency'. This term indicates the bias which can arise due to the tendency of the respondent to choose the middle option and avoid the extreme options (Albaum 1997). While speculative in nature, this bias is also shown in this research. Some results of the image questions ended up around an average grade and do not provide a clear direction. Therefore the assumption was made that small differences in average grades appoint a strong direction of opinion.

International image

The average grade which is given to The Hague for the image as international shopping city is a 2.6 on a 5-point scale. The Dutch respondents value The Hague with a 2.7. This is a bit higher than the opinion of the expats, which grade The Hague with a 2.5 for the international image. These difference are not big enough to give a significant relation between the consumer group and the grade. However, a 2.6 on a 5-point-scale is under average, therefore it seems that the desired image for an international shopping city is not present yet.

Figure 6.15 Scores for images of The Hague as shopping city



Public space

The aspect attractive public space was appointed as important in the open as well as in the multiple-choice questions. The quality of the public space of the shopping streets in the centre of The Hague was graded on a 5-point-scale, starting from 1= low quality till 5= high quality (figure 6.15). The average grade of the total group is just above average with a 3.1. Although it does not differ a lot from each other, the expats value the quality of the public space higher than the Dutch respondents do.

Brand supply

Brand supply is divided into different aspects.

1. Number of shops

First of all, the amount of shops are graded on a 5-point scale, with 1 being too little shops, and 5 being many shops (figure 6.15). The average grade of the total respondents is 3.5 on a 5-point-scale. The result does show a difference between the expats and the Dutch respondents. The Dutch respondents grade the number of shops with a 3.7 and the expats with a 3.3. This aspect received the highest

grade from the Dutch respondents of all aspects.

2. Type of stores

The result of the image of the shops in The Hague shows that both groups find The Hague to have more chain type of stores than exclusive type of stores. The expats find, with a grade of 2.9, the division of type of stores somewhat less straightforward than the Dutch do with a grade of a 2.9.

3. Amount of special stores

If we look at the amount of special shops (which are defined as boutiques, private owned stores, specialist stores) both the Dutch and the expats grade this under average (figure 6.15). This aspect receives the lowest grades from both sub groups of all aspects. Both groups grade the amount of special stores with a 2.4.

4. Target group of stores

The opinion about the target group of the inner city of The Hague does not show a clear choice among the respondents. Both groups give almost an average grade for the aspect, meaning that there is no clear target group of the inner city, i.e. it is interesting for young and older consumers.

5. Price range of stores

The expats consider the price range in The Hague, with a 3.6, a bit more expensive than the Dutch respondents do with a 3.2. This aspect receives the highest average grade by the total sample. The price range of the shops in The Hague is seen as quite expensive.

Grade distinctiveness

The grade for the distinctiveness of The Hague compared to other cities shows an alarming result. Both groups grade the distinctiveness of the inner-city of The Hague, compared to other inner-cities, with an 2.4, which is under average. Distinctiveness is a key-factor for attracting consumers. This result shows the importance and the need for more effort by the municipality in the inner city.

Concluding, the images that exists among the respondents is that the amount of shops are enough in The Hague. However, the image exists among the Dutch consumers that the shops fall in the segment main street, while the Dutch consumers find exclusive shops more important in an international shopping city. Both respondent groups have the image that there are just few number of exclusive shops. The distinctiveness of the retail area is under average.

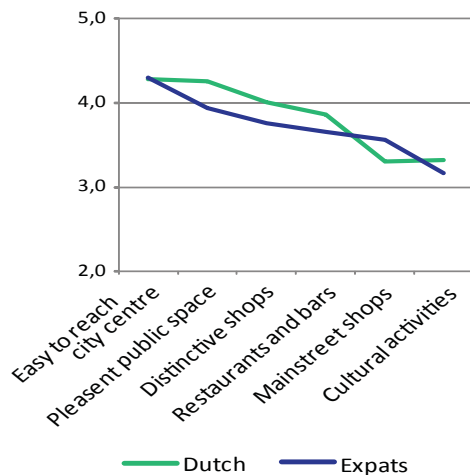
6.5 A closer look into the software

Brand supply

Brands and different type of stores are an important aspect in an international shopping city. Especially unique brands and a mix of functions are important. This is consistent with researches done by Teller and Reutterer, they found that 'retail-related factors, i.e. 'tenant mix' and 'merchandise value', exert the most substantial (direct) impact on the 'overall attractiveness' (Teller & Reutterer 2008 p.137). Teller and Elms also found significant relations between the attractiveness and tenant mix: 'the tenant mix, the product range and the atmosphere are the major antecedents of attractiveness. This reveals the extraordinary importance of the retail, or more specifically the product offer, and the store selec-

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Figure 6.19 Results important criteria for visiting a shopping city



Criteria choice decision

The image of a shopping city by the consumers decides for a great part which city they will visit for their shopping. Therefore it is interesting to understand what criteria are important in this decision process.

1. For the respondents the most important criteria is the easiness of reaching the inner city should. This aspect received an average of 4.1 on the 5-point scale by both groups. Accessibility proved to be an important aspect for choosing the shopping location in earlier researches. Although Tellers and Elms (2010 p. 36) found that “accessibility” and “parking” (conditions) did not impact on any of the endogenous factors and can therefore be seen as non determinant’. Warners (2020) did find that travel time and parking are the most influential factors for choosing a shopping centre. This research again shows that this is an important factor to the respondents.

2. The second important criteria for the Dutch respondents is a pleasant public space and also important to the expats, although to a lesser extent. The aspects main street shops and distinctive shops are graded almost the same by the expats (respectively 3.6 and 3.8). For the Dutch respondents these two aspects show a clear preference. The Dutch consider the supply of distinctive shops quite important (4.0 on 5-point-scale) and the supply of main street shops less important (3.3 on 5-point-scale).

3. Cultural activities receive the lowest average (3.2 on 5-point scale) and prove to be less influential for the decision where to shop.

6.6 Results Discrete Choice Method

With the help of the software program SAS, a Discrete Choice Analysis (DCA) is performed on the vignettes. Each vignette included two alternatives, which contained 11 variables which are called attributes in the DCA. These attributes have different attribute levels, which are indicated as parameters in SAS.

DCA calculates the relative utility of the attributes. This means that the attribute level is compared to a reference attribute level. Therefore, if the parameter estimate results in a negative result, the other attribute level is preferred. For the analysis of the main results, the least preferred attribute level is set to zero, in this way the utility of the preferred level is shown. The higher the parameter estimate is, the more important the utility is for this attribute level.

The output of SAS also shows the standard error and the $pr>Chisq$. The standard error indicates the area of distribution of the preference of the respondents. A lower error indicates more uniformity in preference among the respondents. The $pr>ChiSq$ indicates the significant level of the attribute. For this research, a significant level of 5% (.05) is used. This guarantees that when the test is repeated over again, a certainty of minimal 95% is assured that the outcome will be the same. The attributes that receive a significant level above .05 are not significant and therefore hard to make valid conclusions about them.

In total 298 respondents completed the questionnaire. Each respondent evaluated 6 times 2 vignettes. This resulted in 3576 observations ($298 \times 6 \times 2 = 3576$) of the attributes.

The DCA is used to answer the third sub question: Which variables are important for the perception of an international shopping city by the consumers?

For this question, three important hypotheses are formulated (see chapter 1).

H2. There is a mismatch between the an attractive shopping street by ex-

perts and an attractive shopping street by consumer.

H3. The significant variables in the perception of an international shopping street differ among the consumers, based on their frame of reference.

H4. The significant variables in the perception of an international shopping street are affected by the familiarity of the respondents with the Grote Marktstraat.

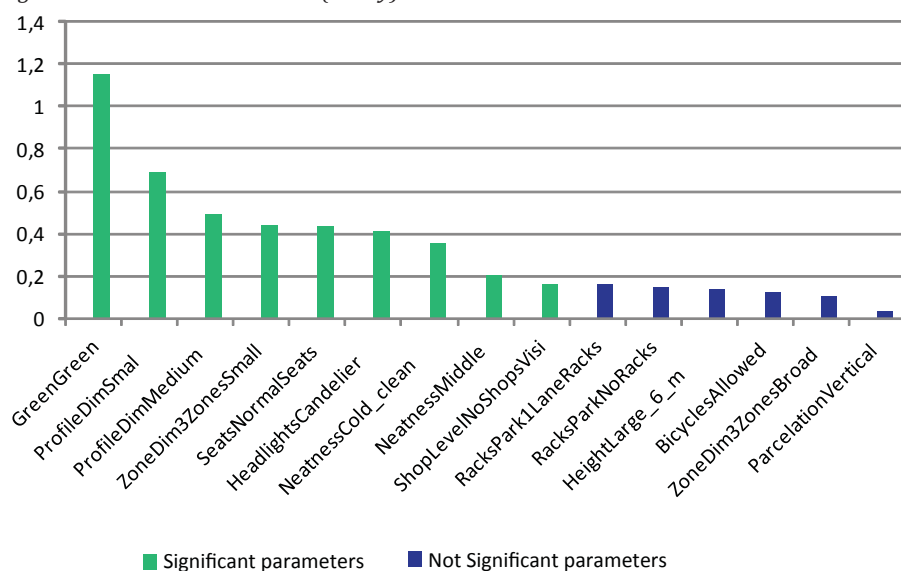
6.6.1 Results total respondent group

For the test of the second hypothesis, the complete respondent group was used. The analysis of the complete respondent group shows 7 variables which are significant important for an international shopping street. The attribute levels that have a $p < 0.05$ were significant. The variables which are significant are: the presence of Green, the Profile dimension, Zoning of the street, presence of normal Seats, the Lighting fixtures, Neatness of the street, and Shop visibility. The attributes differed in the number of attribute levels, causing the possibility of multiple significant levels in the output. This was the case, 9 levels appears to be significant important. These 9 attribute levels are (figure 6.25): Trees in the street, Small profile dimension, Medium profile dimension, 3 Zones with small mid zone, Normal seats, Chandeliers, Cleanest neatness level, Medium neatness level and No shops visible on second floor. The other attributes; 1 Lane bicycle racks, No racks for bicycle parking, Height of shop-window of 6 meters, Bicycles in the street, 3 Zones with broad middle zone and Vertical parcellation, are not found significant and therefore no significant statements are made about these variables.

Green The highest utility is given to the attribute Green. With a hazard ratio of 3.15, it is clear that this is an important element for the attractiveness of a shopping street. This is consistent with results from previous literature. ‘The amount of greenery had significant impacts on the pleasantness ratings.’ (Oppeval & Timmermans 1999 p. 61). Also Warners (2010) found the importance of green as atmosphere element for the attractiveness of shopping centers.

Profile Dimension The attribute Profile dimension had three levels; the small profile dimension (9 meters wide), the medium profile dimension (24

Figure 6.25 Parameter estimate (utility) attributes



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meters wide), and the wide profile dimension (35 meters wide). With an utility of 0.68, the smallest profile dimension is clearly preferred by the respondents. However, the medium profile dimension ends on the 3th place with an utility of 0.49. This preference for both profile dimensions comes from the fact that there are clear preferences between the two consumer groups, which will be discussed in the next section. When using ProfileDimMedium as reference level, the attribute level ProfileDimBroad receives an utility of -0.624 with a significant level of $p < .0001$. This shows that the wideness of the street clearly affects the perception of an attractive shopping street. The widest street is not seen as attractive. The positive utility of the smallest profile dimension corresponds with the findings that shopping streets should be approximately 5 to 6 meters wide, 'otherwise the two sides of the street cannot be seen both at once' (Kooijman, 2008, p77). Although it is hard to make an existing shopping street narrower, it appears that it is important to adjust this visually in wide streets.

Zoning For the zoning of the street, three attribute levels were used: one small stroke in the middle of the street, one broader stroke in the middle of the street and no zoning indicated at all. The respondents prefer the first attribute level, 3 zones with a small zone in the middle, the best. This attribute level, 3 zones with a small stroke in the middle, receives an utility of 0.44. The other zoning method, 3 zones with a broad middle zone, was not significant with a $p = 0.26$ but did received a positive utility of 0.10. Which means that no zoning receives a negative utility and is therefore the least preferred level of this attribute.

Seats The variable Seats receives a high utility (utility=0.43) for the level NormalSeats. This apparently is a very important element in a shopping street. Opperwal and Timmermans have also found a significant importance of the amount of seats in shopping street for the pleasantness (Oppewal & Timmermans 1999 p. 61). When using seats in the shopping street they 'must not be luxurious or comfortable, shoppers must go on.' (Beddington 1982 in Kooijman 2008, p.77)

Streetlights For the variable Streetlight the attribute level Chandeliers (utility=0.41) is preferred to the normal_streetlights. The aspect of colour will have had an effect on this aspect. The chandeliers in the pictures had a purple glow around them. In the literature, purple is indicated as a colour that has a high activation and evaluation dimension and receives a positive responds when the colour is used in shopping environments (Crowley, 1993). This could explain why the chandeliers are preferred above the normal streetlight. Ben de Weerd (2011) found in his master thesis that art, shaped as artificial lighting fixtures attracts the eye and creates a different experience. Either way, the chandeliers apparently give an international feeling to the street, according to the results of the DCA.

Neatness The attribute Neatness had three levels, a clean street (Neatness_Clean), a street with gum on the floor (Neatness_Middle) and a dirty street (Neatness_Dirt). This attribute results in the highest utility for the level NeatnessClean, with an utility of 0.35. The second level also appeared to be significant with an utility of 0.20. The fact that both these levels receive a significant positive utility shows that the respondents find a clean street very important. In a research of BRO (2008), conducted for the municipality of The Hague, the level of cleanness appeared to be an important issue in the public space of The

Hague for the inhabitants. Oppewal and Timmermans (1999) also found significant relationship between the level of maintenance and the attractiveness of the street. This research again shows that the neatness level is very important for the attractiveness of the street.

Shoplevel The variables ShopLevel and Height are quite remarkable because they showed a strong position in the outcome of the expert interviews. The visibility of the upper shop levels was indicated as important element for an international shopping street. Nevertheless, NoShopsVisible receives an utility of 0.16, although this is a very low utility, it still has a significant preference by the respondents. Closed curtains on the second floor receives a higher utility than shop activities visible on the second floor, so contrasting the opinion of the experts. This can be explained by the fact that consumers' orientation is on the storefronts and the street, more lights from above could be considered distracting. The difference between the consumers and the experts can be explained by the fact that the developers and municipality think from a commercial point of view: the retailer desires more visual appearance of the merchandise.

Height Height of the shop-windows was assigned as important variable by the experts. Higher shop-windows are important for the retailers and are a factor that determines where to locate itself, according to Hamming (2011). The Discrete Choice Analysis does not show any significant results. The results does show that the level High_6_m receives a higher utility than the lower level of 4 meters high. However, the significant level for this attribute (utility=0.16) does not reach the minimum of $p=0.05$. Apparently, this attribute is not noticed by the consumers.

Bicycles and Bicycles Racks The attributes Bicycles and Rackspark are an important issue in The Hague. Between the experts, the opinions about the variables Bicycles and RacksPark were divided. From the literature is was found that the presents of bicycles affects the attractiveness of the shopping street: 'Although to a lesser extent, the pleasantness also depends on the extent to which the public space is reserved for pedestrians.' (Oppewal & Timmermans 1999 p. 61). The Discrete Choice Method, however, does not show significant results for these two variables. Although the variable Bicycle shows a preference for BicycleAllowed (utility=0.12) this is not significant ($p=0.10$). The attribute RackParkNoParking receives a negative utility. The utility for 1LaneRacks receives an utility of 0.16, but a $p=0.08$, and therefore not significant. RacksParkNoRacks receives an utility of 0.158, but is also not significant with a $p=0.1$.

The fact that not all attributes result in a significant utility, shows that the second hypothesis is true. There is a mismatch between the perception of the experts and the consumers. Especially in the aspects concerning the store facades: the height of the shop-windows, the parcellation of the façade and the second store floor visibility. These aspects are either not found important by the consumers or contrast the opinion of the experts. The test of this hypothesis shows that the experts think from a commercial point of view concerning the stores. This affects the mismatch in perception between these two groups, the consumers and the experts.

Table 6.26 Results DCA total sample (red indicates not significant results)

	Parameter	Parameter Estimate	Standard Error	Chi-Square	Pr > ChiSq	Hazard Ratio
1	GreenGreen	1.15	0.10	138.87	<.0001	3.15
2	ProfileDimSmal	0.68	0.09	53.21	<.0001	1.98
3	ProfileDimMedium	0.49	0.09	29.02	<.0001	1.63
4	ZoneDim3ZonesSmall	0.44	0.10	19.09	<.0001	1.55
5	SeatsNormalSeats	0.43	0.08	30.45	<.0001	1.54
6	StreetlightsCandelier	0.41	0.08	25.77	<.0001	1.51
7	NeatnessCold_clean	0.35	0.09	13.86	0.00	1.42
8	NeatnessMiddle	0.20	0.09	4.81	0.03	1.23
9	ShopLevelNoShopsVisi	0.16	0.07	5.31	0.02	1.18
10	RacksPark1LaneRacks	0.16	0.09	3.13	0.08	1.17
11	RacksParkNoRacks	0.14	0.09	2.55	0.11	1.15
12	HeightLarge_6_m	0.13	0.10	1.98	0.16	1.14
13	BicyclesAllowed	0.12	0.07	2.77	0.10	1.13
14	ZoneDim3ZonesBroad	0.10	0.09	1.25	0.26	1.11
15	ParcelationVertical	0.03	0.08	0.17	0.68	1.03

6.6.2 Results expats

The survey focused on two groups, the expats and the Dutch consumers.

1. The separation of the sample into these two subgroups helps to make the international identity operational. As mentioned before in chapter 4, the expats are used to operationalize the important elements in an international shopping city.
2. The difference of the perception of the expats and the Dutch consumers helps to understand the importance of background and memory for perception. Both groups are used to test the third hypothesis: The significant variables in the perception of an international shopping street differ between the consumers, based on their frame of reference

With an subgroup analysis the important attribute levels in the perception of an international shopping streets are examined, in this way to operationalize the concept of an international shopping city.

green

The expats have, just as the total sample, the attribute green as most important attribute.

profile dimension

The profile dimension appears to be an important element in the perception of the street. The profile dimension of 25 meters wide achieves a higher utility (utility=0.63) than the level small, 9 meters wide, profile dimension (utility=0.39). Although, both levels are significant, the expats find an international shopping street to have a medium profile of 25 meters wide.

neatness

Neatness is also very important for the expats. The expats have a clear preference for the cleanest neatness level (utility=0.60, p= 0.0003). The utility for the medium neatness level is quite high (p=0.31), however is not found significant (p=0.07). This means that only the cleanest level is good enough for them.

zoning

Zoning appears to be quite important, the way the zoning is indicated seems less important for the expats. The attribute level 3ZonesSmall receives the highest utility (utility=0.60, p=0.0007) of all zoning levels. The second level of this attribute, 3ZonesBroad, also receives a significant utility of 0.48 (p=0.004).

chandeliers

The fifth attribute, the streetlights results in a positive preference for the level

chandeliers. These chandeliers receive an utility of 0.53 (p=0.0001).

The expats do focus on the racks park, in contrast to the results of the whole sample. The level No Racks seems to be preferred above no parking at all and the level parking in racks. The level NoRacks, meaning randomly parked bikes, receives an utility of 0.41 and a significance level of p=0.01.

Just as in the whole sample, the presence of seats results in a significant utility (utility=0.41, p=0.002).

The last significant attribute is the ShopLevel visibility. The expats prefer a street with no shops visible on the second floor above shops visible on the second floor. Although this attribute level did not show a very high utility (utility=0.27), the result is significant (p=0.03).

Table 6.26 Results DCA Expat sample (red indicates not significant results)

	Parameter	Parameter Estimate	Standard Error	Chi-Square	Pr > ChiSq	Hazard Ratio
1	GreenGreen	1.09	0.17	41.97	<.0001	2.98
2	ProfileDimMedium	0.63	0.16	15.82	<.0001	1.89
3	NeatnessCold_clean	0.60	0.17	13.12	0.0003	1.83
4	ZoneDim3ZonesSmall	0.60	0.18	11.51	0.0007	1.82
5	StreetlightsCandelier	0.53	0.14	14.68	0.0001	1.69
6	ZoneDim3ZonesBroad	0.48	0.17	8.10	0.0044	1.61
7	RacksParkNoRacks	0.41	0.16	6.69	0.0097	1.51
8	SeatsNormalSeats	0.41	0.13	9.52	0.0020	1.51
9	ProfileDimSmal	0.39	0.16	5.95	0.0147	1.48
10	NeatnessMiddle	0.31	0.17	3.34	0.0675	1.36
11	ShopLevelNoShopsVisi	0.27	0.12	4.66	0.0308	1.30
12	ParcelationVertical	0.21	0.13	2.59	0.1073	1.24
13	RacksPark1LaneRacks	0.19	0.16	1.44	0.2303	1.21
14	HeightLarge_6_m	0.06	0.17	0.11	0.7383	1.06
15	BicyclesAllowed	-0.05	0.12	0.14	0.7093	0.96

The attributes which do not show a significant utility for one of its levels are: Bicycles, Height of window and Parcelation. The reason for this lack of significance can be the fact that these attributes were not focused on in the images, and apparently not important in the perception of an international shopping street. Another reason can be the fact that these attributes levels were not visually present in a clear way, or the difference in the levels were not visual clear enough.

6.6.3 Results Dutch respondents

Just as the expats, the Dutch respondent assign the highest utility to green (utility=1.21). The utility of the Dutch is even higher than the utility of the expats for this attribute level (utility=1.09). This was also seen in the question concerning the important aspects in an international shopping city, which resulted in a higher percentage for green by Dutch respondents than the expats.

While the expats prefer the Medium profile dimension above the other levels, the Dutch prefer a small profile dimension (utility=0.85), above a medium profile dimension (utility=0.45). Again it shows that the profile dimension plays an important part in the perception of the street.

The decoration elements Seats (utility=0.45) and Chandeliers (utility=0.37), are again important for the Dutch respondents. Both attributes do receive a lower

racks park

seats

shop visibility

bicycles

window heights

parcelation

green

profile dimension

seats

chandeliers

Results

<i>zoning</i>	utility by the Dutch respondents compared to the utilities by the expats. For the attribute zoning the Dutch respondents result in one preferable level. The attribute zoning receives a significant utility for the level 3ZonesSmall (utility=0.36, p=0.003). The expats showed an significant utility for the level 3ZonesBroad, however, the Dutch don't.
<i>neatness</i>	The neatness of the street seems again important for the perception of the street. With an utility of 0.24 and a significance level of p=0.04, the cleanest level received the highest value for the attribute.
<i>bicycles</i>	The Dutch respondents, in contrast to the expats, have a significant preference for Bicycles allowed. Although this attribute ended on the 8th place (utility=0.21), it is significant with a p=0.023. The difference in perception of this attribute cannot be explained by the mean of transport to the city, the percentage of expats and Dutch that use the bicycles to reach the inner-city is almost equal (Dutch 29%, expats 30%). It could be explained by the fact that bicycles are more common for the Dutch, and therefore their frame of reference affects this utility.
<i>window heights</i> <i>parcellation</i> <i>shop visibility</i> <i>racks park</i>	The attributes Height of window, Rackspark, Shoplevel and Parcellation did not show a significant result for one of the levels. Again the reason for this can be the fact that the opinion is too divided among the sample and therefore no clear preference is shown. Another reason can be that the attributes were not visually clear in the vignettes, or the differences between the levels was not clear enough. The attribute Rackspark and Shopslevels did show significant results for the expat sample, and therefore the second reason for the lack of significance does not appear to be true. Therefore it can be concluded that the reason for the lack of significance is that these variables, Rackspark and Shoplevel, is just not important for the Dutch consumers.

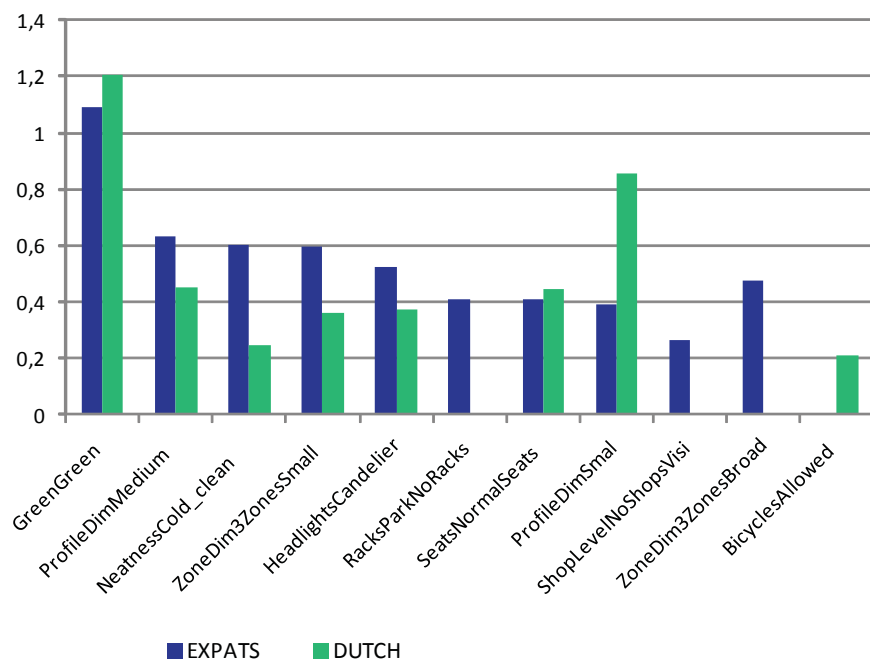
Table 6.27 Results DCA Dutch sample (red indicates not significant results)

	Parameter	Parameter Estimate	Standard Error	Chi-Square	Pr > ChiSq	Hazard Ratio
1	GreenGreen	1.21	0.12	96.67	<.0001	3.34
2	ProfileDimSmal	0.85	0.12	51.68	<.0001	2.35
3	ProfileDimMedium	0.45	0.11	16.08	<.0001	1.57
4	SeatsNormalSeats	0.45	0.10	20.66	<.0001	1.56
5	StreetlightsCandelier	0.37	0.10	13.44	0.0002	1.45
6	ZoneDim3ZonesSmall	0.36	0.12	8.56	0.003	1.44
7	NeatnessCold_clean	0.24	0.12	4.36	0.037	1.28
8	BicyclesAllowed	0.21	0.09	5.17	0.023	1.24
9	NeatnessMiddle	0.18	0.12	2.36	0.124	1.19
10	HeightLarge_6_m	0.17	0.12	1.92	0.166	1.18
11	RacksPark1LaneRacks	0.13	0.11	1.41	0.235	1.14
12	ShopLevelNoShopsVisi	0.13	0.09	2.13	0.144	1.14
13	ZoneDim3ZonesBroad	0.07	0.12	0.39	0.532	0.93
14	ParcelationHorizonta	0.07	0.09	0.52	0.470	1.07
15	RacksParkNoRacks	0.00	0.11	0.00	0.987	1.00

6.6.4 Interaction effects between expats and Dutch respondents

The differences between the two subgroups for the utility of each attribute are shown in figure 6.28. This graph does not yet presents the differences in perception caused by the language chosen. To examine the difference in perception

Figure 6.28 Differences in utilities by expats and Dutch respondents



caused by the language effect, an interaction analysis is performed. The interaction effect points out those differences in perception of variables that are clearly caused by the effect of language.

The interaction analysis results in 3 attributes that show a significant interaction effect with the nationality (table 6.29). The first interaction which is seen is the zoning of the street. The interaction between the language and ZoneDim3Zones-Broad results in a significant utility of 0.55. The cause of this interaction appears in the sub groups analysis: the interaction exists because the expat have a significant utility for ZoneDim3ZonesBroad and the Dutch respondents do not show a significant result for this attribute level.

The next interaction is the preference for the profile dimension. The sub group analysis reveals a clear preference between the two sub groups. The expats have a higher utility for the medium profile dimension than for the smallest profile dimension. The Dutch respondents prefer the smallest profile dimension much more than the medium profile dimension.

A significant interaction with language is present for the attribute level Rack-sParkNoRacks (utility=0.41). This interaction again appears to come from the fact that the expats do have a significant utility for this attribute level but the Dutch don't.

This all shows that the third hypothesis, which claims that the significant variables for an international shopping street differ among the consumers based on their frame of reference, is true. This means that it is very important to have one target group in mind, when deciding on implementing certain variables. In this case the variables which are important are the zoning of the street, the profile dimension and the parking of the bicycles.

Results

Figure 6.29 1) 1st Dutch 2) 1st Expats 3) 2nd Dutch 4) 2nd Expats



Figure 6.30 Least attractive vignette for the Dutch consumer and for the Expat consumer



Table 6.29 Table interaction effect attribute levels with language setting

Parameter	Parameter Estimate	Standard Error	Chi-Square	Pr > ChiSq
ZoneDim3ZonesBroad * language	0.55	0.20	7.26	0.01
ProfileDimSmall * language	0.46	0.19	5.4	0.02
RacksParkNoRack * language	0.41	0.19	4.57	0.03

6.6.5 Most attractive shopping streets

From the results of the DCA the images shown in figure 6.29 seem to be the most attractive for the Dutch respondents and for the expats. The respondents have not observed these vignettes, due to the fractional factorial design of the method (see chapter 5.3). Because more levels of one attribute received significant utilities, more combinations of the attributes levels are possible and shown in the vignettes. The differences between the groups are discussed here.

The compilations of the first and second valued shopping streets by the expats and Dutch respondents show a great resemblance. The most international shopping street has a small profile for the Dutch consumers, and a medium profile dimension for the expats. The Dutch respondents have a significance preference for allowing cyclist in the street, this is seen in the most preferred shopping street by the Dutch respondents. The expats show a significant preference for randomly parked bikes in the street. Another difference is that only the expats have a significant results for the attribute ShopsVisible. This group prefers no shops visible on the second floor instead of visible shops on the second floor.

Although the Parcellation and the Height of the shop-window did not revealed a significant result for one of the levels, the level with the highest utility is used in the vignettes. These elements are simply not possible to leave out of the image. While the Dutch prefer a horizontal layout, the expats prefer a vertical layout (both not significant). And, again not significant, both groups prefer 6 meters high shop-windows instead of 4 meters high.

The least preferred shopping street is the same for the both groups. The most important aspects in this shopping street are a very wide street profile, very dirty streets, no green, no zoning, no seats and normal lamppost.

6.5.6 Interaction with recognition

For the fourth hypothesis: the significant variables in the perception of an international shopping street are affected by the familiarity of the respondents with the Grote Marktstraat, the interaction with the residence of the respondents was tested. This gives an insight to what extent the recognition of the street affects the perception of the attributes used in the images, and resulting in a better understanding of how an image of a place is created. The group is divided into two groups, inhabitants of The Hague and respondents living outside The Hague.

This analysis shows one significant interaction effect between the attribute profile dimension and residence. The respondents living in The Hague value the medium profile dimension much more than the respondents living outside The Hague. This can be explained by the fact that the inhabitants of The Hague recognize the Grote Marktstraat in the pictures and this affects the preference for the medium profile dimension. The fourth hypothesis appears to be true. The significant variables in the perception of an international shopping street are affected by the familiarity of the respondents with the Grote Marktstraat. It shows that the respondents which are familiar with the Grote Marktstraat obtain a higher

utility to the medium profile dimension, which is the current dimension of the Grote Marktstraat. This is important to remember when implementing the results of the DCE.

Table 6.31 Table interaction effect attribute levels with residence

Attribute*residence	Parameter estimate	Standard error	Chi-Square	Pr>ChiSq
ProfileDimMedium	0.501	0.190	0.691	0.008

6.6.7 Interaction with gender

The interaction with gender shows 2 significant utilities.

1. The first interaction is seen for the attribute seats. This attribute is preferred more by the male part than by the female part of the respondents. This interaction results in a parameter estimate of 0.346.
2. The second significant interaction is shown for the attribute Zoning. The female part of the respondents show a significant higher preference for the level 3 Zones Broad, while the male part does not show a significant preference for this Level. Both sexes prefer the level ZoneDim3ZonesSmall the most.

Table 6.32 Interaction effect attribute levels with Gender

	Parameter estimate	Standard error	Chi-Square	Pr>ChiSq
SeatsNormalSeats*Male	0.346	0.165	4.372	0.037
ZoneDim3ZonesBroad*Male	-0.448	0.200	5.007	0.025

6.6.8 Interaction effect for street profile

The wideness of the street was expected to have an effect on the perception of the other attributes. With an interaction analysis in SAS different significant relations become clear. It appears that the wideness of the street does affect the perception of the other attributes. In the tables below it is shown that the widest profile dimension affects the preference for the neatness, the preference for seats and preference for parked bicycles.

1. The neatness level of the street becomes more important in a wide profile dimension. The cleanest neatness level and the second cleanest level receive both a significant higher utility in the widest profile dimension than in the medium and small profile dimension. This can be explained by the fact that in the widest profile dimension more surface of the pavement is shown, and therefore the dirt is seen sooner.
2. The second attribute which shows a significant interaction with the profile dimension is the attribute Seats. Seats in a broad profile dimension receive a higher utility than in the medium or smallest profile dimension. Just as the neatness, decoration of the street is noticed more in a wide profile dimension.
3. The last significant interaction is found for the street dimension with the parking of the bicycles. It appears that the parking of the bicycles, in one lane as well as in randomly parked, are least preferred in a medium street dimension. Meaning, these attributes receive a higher utility in a narrow street profile and a very wide street profile. The fact that there is an interaction between the medium street profile and the inhabitant of The Hague (the inhabitants prefer the medium profile dimension the most of all dimensions), the opinion of the respondents about the current situation with the parked bicycles has likely affected the utility

for the racks park in the vignettes in a negative way.

Table 6.33 Table interaction effect neatness with profile dimension

Interaction results	Parameter estimate	Standard error	Chi-Square	Pr>ChiSq	Reference level
NeatnessCold_clean*Medium	-1.028	0.446	53.061	0.0213	Broad profile
NeatnessCold_clean*Small	-0.996	0.325	94.093	0.0022	Broad profile
NeatnessMiddle*Medium	-0.937	0.415	51.003	0.0239	Broad profile
NeatnessMiddle*Small	-0.638	0.307	43.221	0.0376	Broad profile

Table 6.34 Table interaction effect seats with profile dimension

Interaction results	Parameter estimate	Standard error	Chi-Square	Pr>ChiSq	Reference level
SeatsNormalSeats*Medium	-1.196	0.252	225.466	<.0001	Broad profile
SeatsNormalSeats*Small	-0.845	0.266	100.534	0.0015	Broad profile

Table 6.35 Table interaction effect rackspark with profile dimension

Interaction results	Parameter estimate	Standard error	Chi-Square	Pr>ChiSq	Reference level
RacksPark1LaneRacks*Broad	0.779	0.319	59.381	0.0148	Medium profile
RacksPark1LaneRacks*Small	0.613	0.272	50.855	0.0241	Medium Profile
RacksParkNoRacks*Broad	0.689	0.330	43.567	0.0369	Medium Profile
RacksParkNoRacks*Small	0.722	0.356	41.141	0.0425	Medium Profile

6.7 Conclusions

The perception of the consumer is tested with the help of a consumer survey, including a vignette experiment. The consumer survey is filled in by 298 respondents. Of this total sample 65% is Dutch, 35% is expat. The division of place of residence of the respondents is somewhat unequal, 64% of the sample lives in The Hague, 19% lives outside the Haaglanden and 19% lives in Haaglanden. It was expected to reach more female than male respondents, due to the subject of the survey. In the end 63% is female and the 37% is male. The Dutch and the expats respondents are both higher educated and consequently fall into a higher income category. Based on different shopping statements it appears that the expat respondents are more hedonic shoppers, while the Dutch respondents are more utilitarian shoppers. In line with this it appeared that the expats much more combine shopping with other activities compared to the Dutch respondents.

Several questions concerning software aspects helped to discover the important software aspects for the consumers. The consumers find an attractive public in an international shopping city essential. In this public space the presence of green is vital for an international shopping street. A high service level is espe-

cially important for the expats. High service level includes English speaking employees, English signing in the street and just overall service level in the stores. Longer opening hours is also a way of providing service. This is for the expats again more important compared to the Dutch respondents. The supply of certain type of brands and stores is another significant aspect in an international shopping city. The Dutch respondents fashion exclusive stores in an international shopping streets, while the expats find the presence of exclusive stores and chain stores just as important. The Dutch respondents desire smaller shops, exclusive shops and more speciality stores, while the expats explicit mention international chains such as Marks&Spencer, Starbuck and Topshop, as shops which they desire in The Hague. For them, the bigger international brands are more important than the smaller speciality shops.

With the help of the vignette experiment the perception of an international shopping street by the consumer was tested. This experiment included 11 hardware variables: Green, Height of shop windows, Parcellation of building, Shop activities on second floor, Cyclist in the street, Parking of bicycles, Type of lightning fixtures, Profile dimension, Seating, Zoning of the pavement and the Neatness level. The DCA (Discrete Choice Analysis) of the total sample shows 11 attribute levels have a significant effect on the image of an international shopping street: Trees in the street ($p < .0001$), Small profile dimension ($p < .0001$), Medium profile dimension ($p < .0001$), 3 Zones with small mid zone ($p < .0001$), Normal seats ($p < .0001$), Chandeliers ($p < .0001$), Cleanest neatness level ($p = 0,0002$), Medium neatness level ($p = 0,03$) and no shops visible on second floor ($p = 0,02$).

The expats are used for the operationalisation of the important variables of an international shopping street. Comparing the results of the expats with the results of the Dutch respondents reveals the effect of the frame of reference on perception. The expats show a different amount and a different order of importance for the attributes compared to the Dutch respondents. The significant attribute levels for the expats are (in order of importance): Trees in the street ($p < 0.0001$), Medium profile dimension ($p < 0.0001$), Cleanest neatness level ($p = 0.0003$), 3 zones small mid zone ($p = 0.0007$), Chandeliers ($p = 0.0001$), 3 Zones Broad mid zone ($p = 0.0044$), No Racks (random parking) ($p = 0.0097$), Normal Seats ($p = 0.002$), Smallest profile dimension ($p = 0.0147$), No shops visible on 2nd floor ($p = 0.0308$).

The expats have a clear preference for the medium profile dimension, which differs from the overall sample. Two levels of the attribute zoning resulted in significant positive utilities, which shows that the zoning is very important for the expats. That is, zoning should be indicated, the level NoZoning receives a negative utility. The expats also grant a positive significant utility to the attribute level NoRacks. The expat prefer randomly parked bicycles above the level bicycles parked in racks and the level no parked bicycles at all.

For the Dutch respondents, the order of importance of the significant attributes differs from the expats. The significant attribute levels, in order of importance, are: Trees in the street ($p < 0.0001$), Small profile dimension ($p < 0.0001$), Medium profile dimension ($p < 0.0001$), Normal seats ($p < 0.0001$), Chandeliers ($p = 0.0002$), 3 zones with small middle zone ($p = 0.0034$), Cleanest neatness level ($p = 0.0369$) and Bicycles Allowed ($p = 0.023$).

Although the attribute levels Profile Dimension Medium and profile Dimension

Results

Small are ordered one after the other, the parameter estimate indicates a clear preference for one of the levels. The level profile Dimension Small receives an utility of 0,85 while the level ProfileDimMedium receives the utility of 0,45. The Smallest profile dimension is clearly preferred by the Dutch respondents, in contrast to the preference of the expats. Another attribute which is outstanding is the Bicycles Allowed. This attribute level does not receive a significant utility in the total sample, neither in the expat sample.

Several attributes do not result in a significant result. Two reason are given for this, one reason is that the opinion about the attribute was too divided to show a significant results, secondly the reason can be that the attribute was not visually clear in the images, or the differences between the levels of the attribute were not clear enough. In the total sample the attributes RacksPark, Bicycles, Height of shop-windows and Parcellation do not shows a significant results. However, the subgroup analysis does show significant results for the Rackspark and Bicycles. Concluding, only the lack of significance for the Height of shop-window and the parcellation can be caused by the fact that the visualisation was not clear enough in the images.

Chapter 7

Conclusions & Recommendations

Conclusions & Recommendations

7.1 Introduction

The ambition of the Municipality of The Hague for a more unique, attractive, and competitive shopping street was the starting point of this research. All the main shopping streets in the larger Dutch cities look alike; they all have the same brands, the same decoration and the same layout. The Hague has decided to use their international image to counter this trend of look-a-like shopping streets. However, the question has risen as to how they should approach this. The goal of this research, therefore, was to formulate solid advice for the municipality of The Hague on how to maximize the opportunities associated with the international identity of their retail area. The focus was on the Grote Marktstraat, a street which is planned for reconstruction.

In this research, the communication of a place identity is defined with the help of 'soft' and 'hard' characteristics. Hard characteristics were defined as the fixed environment, the design and the infrastructure of the place. Soft characteristics were defined as the non tangible aspects of the place, which include the service, the use, and the supply of the place. The important soft and hard characteristics in an international shopping street were identified and examined with the help of expert and expat interviews. The long list of variables that resulted from the interviews illustrated the breadth of the subject. In addition, the interviews established that the concept of an international shopping city was hard to define by the experts. This resulted in the decision to use the perception of the expats to further define the operational needs of an international shopping city. Subsequently, a selection of the most important variables was used as input for a consumer research that was carried out using Discrete Choice Analysis. Discrete Choice Analysis is a stated preference method to discover the utilities existing in people's heads for every variable on the list. These variables were combined in images, called vignettes. With these vignettes visual choice experiments were done by the expats and Dutch consumers. In this way, the effect of the background of the consumer could be measured. The Grote Marktstraat was used as basis for the construction of the images. This resulted in the answer to the main question: How can The Hague increase its image as international shopping city based on consumer perception?

This chapter begins with presenting the most international shopping street as defined by consumer perception and the corresponding list of results of the DCE. The list provides both the utilities and significance of each variable. The important variables are divided in soft and hard variables. The results of the expats sample is discussed next, following the results of the Dutch sample. Based on the results of the expats, several recommendations are made for the Municipality of The Hague. The recommendations discuss 5 important shopping streets where international identity should be implemented. The chapter ends with a discussion about the different methods used during this research.

7.2 Conclusions total respondents

The results of expats interviews were used during this research to define the operational needs of an international shopping street. This resulted in a list of software elements and hardware elements. Image 7.1 shows the result of the research to identity an international shopping street.

Figure 7.1 Image of an international shopping streets by expats



7.2.1 Results total sample

The outcome of the Discrete Choice Experiment (DCE), revealed that certain hardware elements in a shopping street affect the consumers perception more than others. The output of the DCE is a list containing the parameter estimate of each attribute. This parameter estimate indicates the utility of each attribute level compared to a reference level. The utility is therefore always a relative utility compared to the reference level of the attribute. The higher the utility is, the stronger the preference for this attribute level is. A negative utility for the attribute level indicates the preference for the reference attribute level. A significance level of $p > 0.05$ was used to statistically test the utilities of the attributes. A significance level of $p > 0.05$ means that if the test were run over again, a certainty of 95% is given that the output will be the same.

From the eleven variables used in the vignette experiment, seven appear to be significantly important using the tests. The results of the tests are presented in table 7.2.

Table 7.2 Results DCE total sample, not significant parameters indicated with red

	Parameter Estimate	Standard Error	Chi-Square	Pr > ChiSq	Hazard Ratio
GreenGreen	1.15	0.10	138.87	<0.0001	3.15
ProfileDimSmal	0.68	0.09	53.21	<0.0001	1.98
ProfileDimMedium	0.49	0.09	29.02	<0.0001	1.63
ZoneDim3ZonesSmall	0.44	0.10	19.09	<0.0001	1.55
SeatsNormalSeats	0.43	0.08	30.45	<0.0001	1.54
StreetlightsCandelier	0.41	0.08	25.77	<0.0001	1.51
NeatnessCold_clean	0.35	0.09	13.86	0.00	1.42
NeatnessMiddle	0.20	0.09	4.81	0.03	1.23
ShopLevelNoShopsVisi	0.16	0.07	5.31	0.02	1.18
RacksPark1LaneRacks	0.16	0.09	3.13	0.08	1.17
RacksParkNoRacks	0.14	0.09	2.55	0.11	1.15
HeightLarge_6_m	0.13	0.10	1.98	0.16	1.14
BicyclesAllowed	0.12	0.07	2.77	0.10	1.13
ZoneDim3ZonesBroad	0.10	0.09	1.25	0.26	1.11
ParcelationVertical	0.03	0.08	0.17	0.68	1.03

The variables which were identified as significant are: the presence of green, the profile dimension, zoning of the street, presence of normal seats, the lighting fixtures, neatness of the street, and shop visibility.

The attributes differed in the number of levels, 4 attributes had three levels, the other 7 attributes had 2 levels. Consequently, more than one level of the same attribute could be identified as statistically significant, this was the case. The 9 significant attribute levels are: trees in the street, small profile dimension, medium profile dimension, 3 Zones with small mid zone, normal seats, chandeliers, cleanest neatness level, medium neatness level and no shops visible on second floor. The attributes bicycles, racks park, height of window-shop and parcellation do not receive a significant result.

The first attribute in table 7.2 is the level Green, the high utility for this level (utility=1.15) shows that it significantly contributes to the perception of the consumer. Green was also assigned by the expert as an important element for the

green

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profile dimension

perception of the street. This outcome corresponds with the findings of Opperwal and Timmermans (1999 p. 61), who found significant impacts of green on pleasantness ratings. Warners (2010) also found the importance of green as an atmosphere element for the attractiveness of shopping centers.

The attribute Profile dimension shows, with two preferred attribute levels, its impact on the perception of the shopping street by the consumer. The most preferred level is the smallest dimension (most narrow street) (utility=0.68). The second level, which is the medium profile dimension, scores somewhat less in utility (utility=0.49). The fact that both dimensions are positively significant is caused by the clear preference among the two subgroups, the expats and the Dutch respondents. The experts did recognize the impact of the profile dimension on the perception of the street. The interaction analysis does show that the decoration of the street becomes more important when the street becomes wider. The neatness of the pavement becomes more important in a broad street profile, just as the presence of seats in the street (table 7.3). The negative parameter estimate indicates that the same attribute level received a lower utility when combined with the Medium and Small profile dimension, compared to the combination with a Broad profile dimension.

Table 7.3 Results interaction analysis with profile dimension

Interaction	Parameter estimate	Standard error	Chi-Square	Pr>ChiSq	Reference level
NeatnessCold_clean*Medium	-1.028	0.446	53.061	0.0213	Broad profile
NeatnessCold_clean*Small	-0.996	0.325	94.093	0.0022	Broad profile
SeatsNormalSeats*Medium	-1.196	0.252	225.466	<.0001	Broad profile
SeatsNormalSeats*Small	-0.845	0.266	100.534	0.0015	Broad profile

zoning

The zoning of the street has a high importance for the perception of the shopping street. The preferred level is the level 3 zones with a small middle zone. The opinion of the experts corresponds with this result of the DCE. In the interviews in particular, the zoning in the Meir in Antwerp was mentioned as an important element for the attractiveness of the street.

seats

With almost the same utility as the zoning, the availability of seats is important in the perception of an international shopping street. Although this element was not specifically mentioned by the experts, the consumer research shows the importance of this element in a shopping street. The male respondents showed a significant higher preference for this element compared to the female respondents. This was found in the interaction analysis with the gender of the respondents.

streetlights

The next most important attribute are the streetlights in the shopping street. It appears that the presence of specially designed streetlights, such as the chandeliers designed by Lana du Croq, are preferred to normal streetlights. The idea behind the chandeliers was to distinguish the crossroads and beginning and end of the Grote Marktstraat, and it seems that the chandeliers also affect the international appearance of the shopping street. Ben de Weerd (2011) found in his

master thesis that art, shaped as artificial lighting fixtures attracts the eye and creates a different experience. In addition, the violet and blue lighting colors used in the chandeliers are, according to Crowley (1993), positively stimulating and activating when used in retail areas.

The attribute neatness shows two significant attribute levels, NeatnessClean and NeatnessMiddle. These are the two cleanest levels of this attribute. The difference between these two levels is the amount of chewing gum on the pavement. Oppewal and Timmermans (1999) also found a significant relation between neatness and attractiveness of the street.

neatness

The last significant attribute is the visibility of shop on the 2nd floor. According to the experts, a visible second store floors is a characteristic seen in international trends. However, the result of the DCE shows that this characteristic is not preferred by the consumers. The respondents assign a significant ($p=0.02$) utility to the level Shops Not Visible. Although, this attribute has a considerable lower utility (0.16) compared to the other significant attribute levels, it is clear that the experts and the consumers have different opinions on the matter.

visibility of 2nd floor

The results of the DCE of the total sample show 4 attributes which do not seem to be significantly important, and therewith contrast the opinion of the experts. These attributes are the Rackspark, Cyclists, Height of shop-window, and the Parcellation of the buildings. The levels of these attributes did not reach the significance level of $p \geq 0.05$. The bicycle racks and permitting cyclists in the street are a major concern for the municipality of The Hague. The bicycles play a large role in the function of the street. The other two attributes which do not result in a significant utility, the Parcellation and Height of window-shop, are indicated by the experts to be essential characteristics of an international shopping street. From the DCE it appears that these attributes do not have a significant effect on the perception of an international shopping street, as defined by the consumers.

*racks park
bicycles*

*parcellation
height shop-window*

7.2.2 Conclusions expat respondents

During the expert interviews, it became clear that the experts did not have a clear vision of an international shopping street. It was therefore difficult to conclude on a definition of an international shopping street. One characteristic of an international shopping city, as defined by the experts was, without doubt, the presence of expats. Therefore, the perception of the expats was used to establish the operational needs of an international shopping street. The list of preferred attributes by the expats shows some differences with the overall sample, especially in order of importance. The significant attribute levels for the expats are (in order of importance): Trees in the street ($p < 0.0001$), Medium profile dimension ($p < 0.0001$), Cleanest neatness level ($p = 0.0003$), 3 zones small middle zone ($p = 0.0007$), Chandeliers ($p = 0.0001$), 3 Zones broad middle zone ($p = 0.0044$), No racks (random parking) ($p = 0.0097$), Normal seats ($p = 0.002$), Smallest profile dimension ($p = 0.0147$), and No shops visible on 2nd floor ($p = 0.0308$). The expats show a clear preference for the medium profile dimension, which differs from the overall sample. Two levels of the attribute Zoning resulted in significant positive utilities, which shows that the zoning is very important to the expats. Zoning must be indicated by several zones in the street, the level NoZoning received a negative utility. The expats also grant a positive significant utility to the attribute level NoRacks. The expat prefer randomly parked bicycles above the level bicycles parked in racks and the level No parked bicycles at all.

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Table 7.4 Results per subgroup

	Dutch	Expats
1	GreenGreen	GreenGreen
2	ProfileDimSmal	ProfileDimMedium
3	ProfileDimMedium	NeatnessCold_clean
4	SeatsNormalSeats	ZoneDim3ZonesSmall
5	StreetlightsCandelier	StreetlightsCandelier
6	ZoneDim3ZonesSmall	ZoneDim3ZonesBroad
7	NeatnessCold_clean	RacksParkNoRacks
8	BicyclesAllowed	SeatsNormalSeats
9		ProfileDimSmal
10		ShopLevelNoShopsVisible

7.2.3 Conclusions Dutch respondents

The results of the DCE of the Dutch sample, also demonstrated that the frame of reference does affect the perception of a shopping street.

For the Dutch respondents, the order of the utility of the significant attributes differs from the expats. The significant attribute levels, in order of importance, are: Trees in the street ($p < 0.0001$), Small profile dimension ($p < 0.0001$), Medium profile dimension ($p < 0.0001$), Normal seats ($p < 0.0001$), Chandeliers ($p = 0.0002$), 3 Zones with small middle zone ($p = 0.0034$), Cleanest neatness level ($p = 0.0369$) and Bicycles allowed ($p = 0.023$). Although the attribute levels Profile dimension medium and Profile dimension small are ordered one after the other, the parameter estimate point out a clear preference for one of the levels. The Smallest profile dimension receives the utility of 0.85, while the level Medium Profile dimension receives the utility of 0.45.

The smallest profile dimension is clearly preferred by the Dutch respondents, in contrast to the preference of the Expats. Another attribute which is conspicuous is the level Bicycles Allowed. This attribute appears to be significantly important for the Dutch respondents, however, this attribute level did not receive a significant utility in the total sample, nor in the expat sample. A further difference between the two groups is the significance for the attribute RacksPark. The Expats prefer the level NoRacks, that is random parked bikes, while the Dutch respondents don't show a significance for this attribute. The same counts for the attribute No Shops Visible. Concluding, the majority of the significant attributes are equally important for the two groups, the Expats and the Dutch respondents, only the order of the attributes differs. The difference lies in the perception for the attribute levels BicycleAllowed, RacksParkNoRacks, and ShopLevelNoShopsVisible.

7.2.4 Conclusions Software variables

The process of perception is affected by our own cognition and memories of the informational signals of the place (Hall 2006), so not only the things you see, but also the things you hear, feel, taste and smell are important (Holloway & Hubbard 2001). This indicates the equal importance of software variables as hardware variables.

Public space The importance of an attractive public space does not only result from the outcomes of the DCE, but also from the questions concerning the software aspects in the first part of the survey. The software aspects are the non-

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public space

tangible aspects, such as service and supply. In an international shopping street the attractive public space contains green, according to both sub groups. The Dutch respondents find this more important than the expats, which is also seen in the vignette experiment.

service level

Service level A high service level is especially important for the expats. High service level includes English speaking employees, English signage in the street and overall service level in the stores. Longer opening hours are also a way of providing service. This is again for the expats more important than for the Dutch respondents. Eighty percent of the expats against 66.5% of the Dutch respondents would make use of opening hours till 20.00 h. When the opening hours are further extended, the percentage decreases till 61% of the expats against 46% of the Dutch respondents.

opening hours

brand supply

Brand supply The supply of a certain type of brands and type of stores is another important aspect in an international shopping city. The Dutch respondents find exclusive stores very important in an international shopping street, while the expats consider the presence of exclusive stores and the presence of chain stores just as important. This difference also appears in the open question the brands or stores fit an international shopping city. The Dutch respondents mention especially smaller shops, exclusive shops and more speciality stores, while the Expats explicit mention international chains such as Marks & Spencer, Starbucks and Topshop. This reveals the difference in meaning of the concept international shop supply. The Dutch respondents define international shops as smaller, speciality shops, regardless if it is a national or international brand. International shops are maybe even definable as stores which are the opposite of the bigger well-known chain-stores, such as H&M and Zara. The expats define an international shop supply as international brands, such as Primark and Topshop, which are bigger chain stores, but also small food stores with international food supply. An international shop supply is different for each consumer based frame of reference.

leisure supply

Leisure supply From the questions concerning personal characteristics it is shown that the expats have a significant tendency towards hedonic shopper values (shopping as experience) and the Dutch respondents a tendency towards utilitarian shopper values (shopping for achievement). In general, the expats combine their shopping trip with more leisure activities than the Dutch respondents do. For the expats, the supply of restaurants and bars is important, they visit this type of leisure activity more than the Dutch respondents do.

Function of international shopping street

From the interview series it became clear that there are two perspectives on the function of an international shopping street: the function as a connection road and as a place to stay.

For the place to stay the chandeliers and other decoration element such as green and seats are important. These decoration elements are used to create a certain intimacy. The connection function is focused on the linearity of the street, which can be expressed with the help of zoning of the street and decoration elements such as trees and seats. Cyclist and bicycle racks are strongly associated with this type of place.

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No direct preference for one of the two perspectives is seen in the perception of the Expats and the Dutch respondents. For that reason it is hard to conclude on the type of function which corresponds with an international shopping street. The expats find the supply of stores, leisure and services important. Furthermore, the decoration elements green, chandeliers and seats, are valued higher by the expats than by the Dutch respondents. These elements match the elements in the perspective on a place to stay. However, the expats also prefer a clear zoning, parked bicycles, and broad profile dimension, which match the elements in a connection road. The Dutch respondents, just as the expats, assign a high utility to the decoration elements green, seats and chandeliers: elements associated with a place to stay. Additionally, zoning is very important for the Dutch respondents. The Dutch prefer cyclist in the shopping street above no cyclist. These last elements match the elements associated with a connection road. Concluding, no direct preference for one of the two schools of thought is seen in the perception of the Expats and the Dutch respondents. However, some similarities are found such as the preference for the bicycles by the Dutch, which complies with the connection road and the importance of the supply in the street according to the expats corresponds with the perspective of a place to stay.

7.3 Recommendations for Municipality of The Hague

This research used the perception of the Expat as input to operationalize the concept of an international shopping street. The results of the DCE show many similarities between the Dutch perception and the Expats perception. They differ just on a few attributes, namely the RacksPark, Bicycles and ShopsVisibility. The most important differences lie in the software variables, on which the expats focus more compared to the Dutch consumer.

The Grote Marktstraat was the starting point of this research. This street was also used in the vignettes as basis for the layout, but the buildings were visually adjusted to lower the effect of recognition of the street by the respondents. Therefore the results of the research are more generic and implementable for different shopping streets in The Hague. For different streets recommendations are made in this section. These are shopping streets which are frequently visited by the expats. These are, besides the Grote Marktstraat, the Spuistraat, the Wagenstraat and Venestraat and the streets in the Hofkwartier, the Hoogstraat and Noordeinde. Also upcoming shopping streets in the inner-city of The Hague are interesting to look at, such as the Turfmarkt. The streets are indicated in figure 7.5.

Recommendations

The non-tangible aspects, the software variables, are not that site specific as the hard characteristics, the design elements. However, the application of the software should also be considered accurately. One of the most important aspects for the expats is the service level in The Hague. The service level in the shops, and the overall service on the streets, is too low. This specific aspect must be upgraded everywhere in the inner-city. The cleanness level is another software aspect that resulted in a high utility by the expats and the Dutch respondents. Clean and intact streets are very important in the perception of a shopping street. The cleanness of the shopping streets in the whole inner-city should have priority by the municipality. The other important software variables: opening hours, shop supply, and program, must be implemented in a more precise way and more specific for the different areas in the inner-city.

Figure 7.5 Map inner city The Hague with the streets which are given advices for

1. Grote Marktstraat
2. Spuistraat
3. Wagenstraat/Venestraat
4. Hoogstraat/Noordeinde
5. Turfmarkt



7.3.1 Grote Marktstraat

The Grote Marktstraat, the starting point of this research, differs from the other shopping streets due to its wide street profile. The ambition for this street is to achieve an A1 status and the highest pedestrian intensity. The recommendations for this street are the most extensive, due to the subject of study.

Decoration

The wide street profile of the Grote Marktstraat is perceived as an international profile dimension by the expats. Concerning the decoration, the recommendation is to locate trees, more seats and chandeliers in the street. All these aspects will increase its international identity. Although, the wideness is determined as an international aspect, the DCE also shows that seats and neatness become more important in a wider street. Therefore, the seats and the neatness of the pavement in the Grote Marktstraat are essential attention points. Furthermore, the zoning of the pavement is important. Three zones with a small middle zone is valued the highest by the expats and the Dutch respondents, and therefore the best option for the street.

Concerning the facades in the shopping street, the expats showed a significant utility for no shops visible on the second floor of the store. When designing and developing the new buildings in the Grote Marktstraat, this is important to consider.

Cyclists and bicycle racks

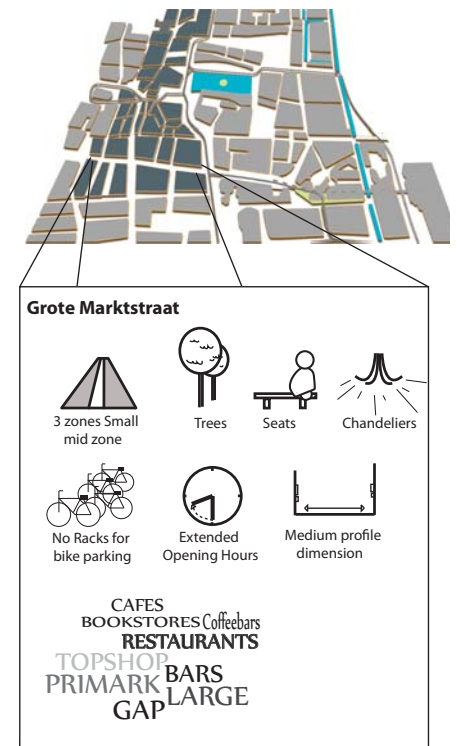
A major issue in the Grote Marktstraat are the cyclists and the parked bicycles in the street. The expats show a negative preference for cyclists in the Grote Marktstraat. Parking of the bicycles in the shopping street does result in a positive utility. The expats also show a clear preference for no racks for the bicycles. The Grote Marktstraat, based on the expats results, should allow the parking of the bicycles, but disallow cyclists in the street. Consequently, the situation arises that the cycling consumers should get off their bikes in the beginning of the street, walk with their bikes on the Grote Marktstraat and park their bikes before the stores.

The results of the expats on these aspects, contrast with the results of the Dutch consumers. The Dutch respondents have a positive utility for cycling in the street but a negative utility for parking of the bicycles in the street. When choosing for this situation the zoning of the street becomes critical. Permitting cyclists can conflict with the most preferred level 3 zones with small mid zone. A small mid zone can be perceived as bicycle path. Using a broad middle zone with small side strokes makes the cyclists feel more as guest in the street. So the choice to permit cyclists in the street affects the way the zoning should be indicated.

Supply

The expats have the desire that the shop supply on the Grote Marktstraat includes international brands, i.e. bigger stores that match the hedonic shopping value of the expats. This can be either international chains or independent brands. These are the desires of the Expats. The Grote Marktstraat has the possibility to situate these brands, due to the big retail floor space which is available. Brands such as Primark, Gap, and Topshop, are potential brands for the Grote Marktstraat. However, the expats also demand more leisure based programming alternated with the stores. The Grote Marktstraat should therefore supply more cafés, restaurant and bars. This can be combined very well within the stores, for example

Figure 7.6 Recommendations Grote Marktstraat



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in-store coffee corners in bookstores. Either way, an important criterion is that the (in-store-) cafes should be visible from the shopping street and the possibility should be there to start a small terrace before the store. This would not only increase the liveliness of the shopping street, but also offers more place to rest, which is mentioned many times during the survey by the expats.

Opening hours

The shops in the Grote Marktstraat and the Spuistraat should extend their opening hours at least until 20.00 h every evening. For the Grote Marktstraat this would mean a higher amount of expats visiting this street. The advice is to start with the extension of opening hours in these two streets, in this way no concurrency of other shopping streets is present. This leaves the expats and Dutch consumers no other choice when they want to shop in the evening. If this extension of opening hours is a success, it can be extended to other shopping streets in the inner city, starting with more shopping nights a week.

7.3.2 Recommendations for Spuistraat

The Spuistraat is currently the number one shopping street in The Hague based on the pedestrian intensity. At the same time, the street is not seen as showpiece by the municipality. The attractiveness of the street leaves much to be desired. Based on the results of this research some advises are made for the Spuistraat.

Decoration

Due to the narrowness of the street (on average 4 meters) the street leaves not much space for decoration. The street is too narrow to locate trees of reasonable size. Seats would also require more space and would only interrupt the pedestrian stream. However, the crossroad of the Spuistraat and the Wagenstraat does have the dimension and the space to situate seats and trees.

Lighting fixtures, such as the chandeliers designed by Lana du Croq, will increase the attractiveness of the street. The recommendation is to use different type of chandeliers with a strong similar appearance to the ones in the Grote Marktstraat, and a suitable size for the Spuistraat.

Zoning is also important for this street. The most valued level is 3 zones with a small mid zone. Due to the narrowness of the street the recommendation is to use three zones with a small middle zone of 1 meter, meaning the other two zones will be 1.5 meters wide.

Shop supply

The expats require international brands. The stores in the Spuistraat are reasonable small. Besides the bigger international brands which are supplied in the Grote Marktstraat, the Spuistraat should offer international brands that fit in a smaller store profile. Besides the international brands, also food stores were required by the expats. These would also fit very well in the smaller stores in the Spuistraat. Other possible examples are fashion boutiques (not necessarily expensive shops), and special supply stores (fabric shop, shoemaker).

7.3.3 Recommendations for Wagenstraat and Venestraat

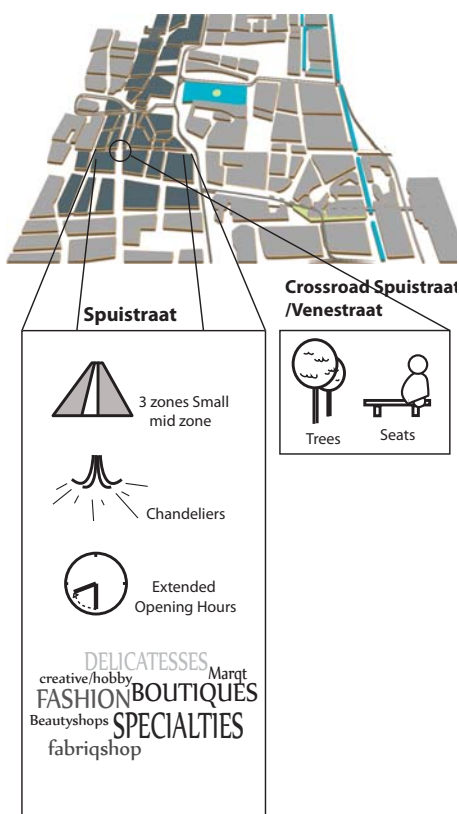
Decoration

The decoration elements in the Haagse Bluf resemble the important variables

Figure 7.7 Spuistraat with zoning and chandeliers



Figure 7.8 Recommendations Spuistraat



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Figure 7.9 Recommendations Wagenstraat and Venestraat

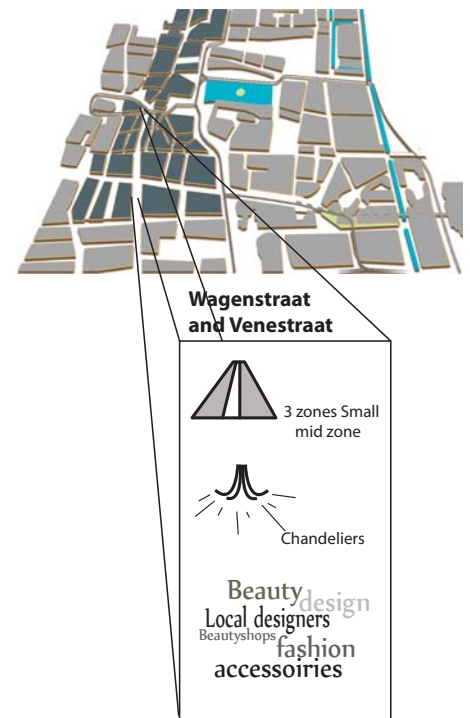
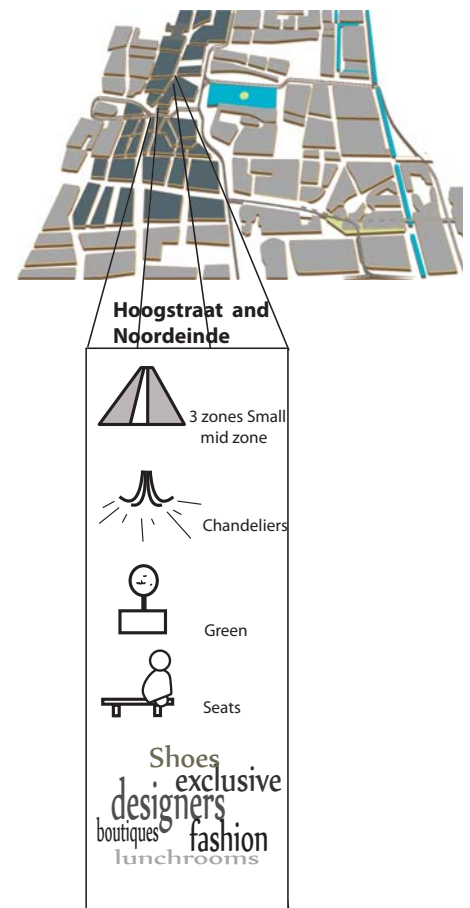


Figure 7.10 Recommendations Hoogstraat and Noordeinde



according to this research, but it is still not functioning as it should be. This court is not located on the main routing of the retail area and therefore very hard to find. The similarities between the results of this research and the elements in the Haagse Bluf are: the chandeliers, presence of trees and presence of seats. A possibility to make this court more visible, without major breakthrough, is using the same decoration attributes in the Venestraat as in the Haagse Bluf. By using the same type of lighting fixtures in the Venestraat, the entrance to the Haagse Bluf will look more integrated in the retail area. In this way, people will recognize this street as ongoing shopping area.

Besides the chandeliers, the zoning is also an important aspect. The Venestraat is 7 meters wide, using 3 zones with a mid zone of 1 meter wide, will resemble the zoning used in the Spuistraat. The Venestraat is still too narrow to locate trees in the street. The Wagenstraat, however, with an average width of 10 meters is wide enough to locate some trees.

Shop Supply

Although the supply of shops in the Venestraat resembles the Dutch consumer's perception of an international shop supply (smaller shops and fashion boutiques), the advice is to mix this supply with more special type of supply, such as local designers. The advise is to alternate the well-known fashion stores, such as the Mango and Pieces, with more un-known (local-) design stores.

7.3.4 Recommendations for Hofkwartier

The Hofkwartier exist of many (shopping) streets. The best known shopping streets are the Hoogstraat and Noordeinde. The streets in the Hofkwartier do not all look the same due to differences in size and function.

Decoration

Locating chandeliers in the Hoogstraat and Noordeinde will increase the attractiveness of the streets, and leads to a functional method to make clear that the shopping area continues after the Groenmarkt. The zoning of the pavement in the Hoogstraat is important. The advice is to use 3 zones with a broad mid zones. The streets surrounding the Hoogstraat and Noordeinde have a 'classic' street layout with narrow sidewalks. In this way the zoning in the pavement of these streets connect with each other. The Hoogstraat is suitable for locating seats, due to its width (6 meters) and lower pedestrian intensity than the Venestraat. The street is too narrow to use full grown trees, however smaller green such as plants in boxes, would increase the attractiveness and the international image of the street.

7.3.4. Recommendations for Turfmarkt

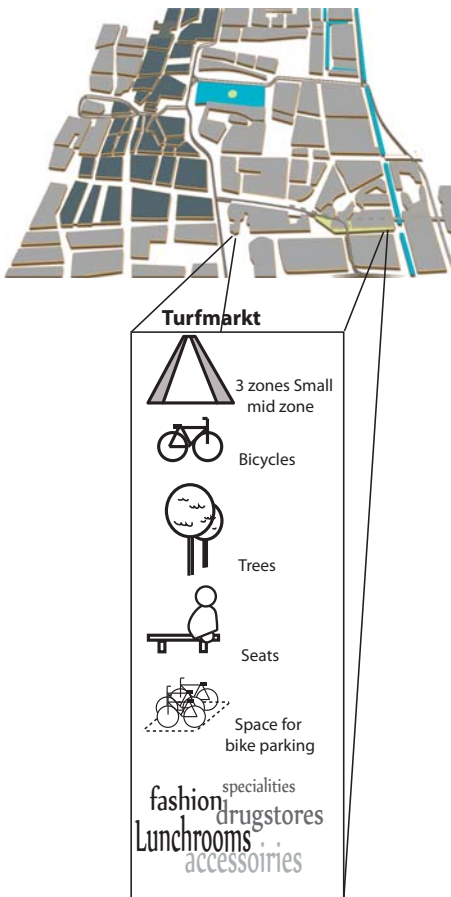
The Turfmarkt, the street running from the Central Station to the inner-city is currently under construction. Different new buildings are planned and developed along this street. The plan is to place shops in the plinth of the buildings. This street already locates different lunch cafes and food stores. The mix of lunch cafes, food stores and extra shops can very well act as successful shopping street. The results of this research can therefore also be used for this street. This street main function is the connection between the train station and the inner-city. The attributes which comply with this function are: zoning, trees and seats. Currently the pavement is unvarying in its color and material. To achieve a more interesting and attractive (shopping) street, the advice is to use the same kind of zoning as suggested in the inner-city, 3 zones with a small mid zone. Green is already pres-

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Figure 7.11 Turfmarkt



Figure 7.12 Recommendations Turfmarkt



ent in the form of boxes with plants alternated with trees. The advice is to locate bigger trees to achieve a higher attractiveness. Cycling is already allowed in this street, which again complies with the function of a connection road. The type of shop supply should be utilitarian products, such as drugstores, accessories and food stores. These segment would fit in the concept of a connection road.

7.4 Discussion

Although the research resulted in significant results, some discussion point rose during the research which are recommended here as attention points for future research.

International ambition

This research discussed the implementation of an international identity in a shopping street. Although several valid recommendations are made for the Municipality based on the perception of the expats, the concept of an international identity remains difficult. We have seen that the creation of an image is different for each person based on their own thoughts, beliefs, and memory. This is also seen in the results of the expats and Dutch respondents. The question remains whether the municipality should use the perception of the expats for their international experiences and frame of reference, or, the perception of the most important consumer groups, the Dutch consumers. This group is, and will stay, the most present consumers in the inner city of The Hague. This fact would plead for the use of their perception of an international shopping street.

Respondent sample

The respondents sample was big enough to draw significant conclusions and recommendations. But with consumer research, a bigger sample is always better. If more respondents were reached the outcome of the consumer research would be more reliable. Also more distinction between the variables would be seen. Although the vignette method received enough response to make valid conclusions, more respondents would probably lead to stronger preferences. The first 4 attribute levels of the total sample showed clear preferences. Seven attribute levels resulted clearly in not significant outcomes. But in between, there were 5 attribute levels which are all on one line, with not much distinction in utility between them. With more respondents these variables could have shown a clearer preference. Also with more respondents, the subgroup analysis would become more reliable. Especially for the Dutch respondent group, which showed 6 attribute levels which were not significant, at least 3 of them are expected to become significant in a larger respondents sample.

Online survey

The respondent sample was somewhat biased. If the use of online survey resulted in this biased respondent sample, is hard to say. Eighty percent of the respondents had a higher education and the same amount earns a higher income level. In the ideal situation the sample should look like the national 'sample'. The fact stays that with an offline survey in the shopping street more steering of the sample is possible. Now this was done with the use of flyers. But with flyers only a ratio of 4-5% is reached and therefore the effect of steering disappears. Also the fact that the survey was placed on the municipal website resulted in a more biased sample. More inhabitants of The Hague were reached then people from outside The Hague. The discussion remains if the results would be different when

another respondents survey was used.

Discrete choice method

The vignette method received a lot of positive feedback. This method is much more pleasant to fill in than regular questions. This is an advantage of the survey. People react more positive to this method and are therefore more interested in the outcome of the survey. However, the use of vignettes is very vulnerable for the design of the image. It is important that all variables are noticeable in the images otherwise no conclusion can be drawn about the significance of the attributes. The lack of significance should be resulted by the fact that the attribute was not important, not because the attribute was not noticeable in the image. Also when using images of outside places the sunlight influences the atmosphere of the image. Outside places differ over the year due to weather conditions. Inside places are always the same the whole year around. The amount of sunlight and shadow should be the same in each picture otherwise this could result in biased outcomes. I would therefore recommend to test this before putting the survey online in future research using the DCA method.

Expert interviews

Images were also used during the qualitative part of the research, the expert interviews. This again was a very helpful attachment to achieve an interesting interview for both parties. The images helped to make the interview interactive. Also they helped to get the interviewee thinking and brainstorming, instead of giving standard answers. Processing the interviews was done with the help of the program Atlas.ti. This was very helpful to really understand the important aspects during the interviews and especially the relation between those important aspects. The downfall of this method is that it does cost a lot of time because the program needs the whole transcript of the interviews. However, using the program is worthy the time and helps to erase your own subjective thoughts on the subject.

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Appendices

- A) Choice sets Discrete
Choice Method
- B) Consumer Survey
- C) Reactions to survey

Appendix A Choice sets Discrete Choice Method

attaching labels and values to attributes and levels

Block	Set	Alt	Green	Height	Bicycles	Headlights	Parcelation	ShopLevel	Seats	ProfileDim	ZoneDim	Neatness	RacksPark
1	1	1	No green	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Middle	No Parking
1	1	2	No green	Normal 4m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Broad (45m)	NoZones	Clean	noRacks
1	2	1	No green	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Medium (23)	NoZones	Clean	1LaneRacks
1	2	2	Trees	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Clean	No Parking
1	3	1	No green	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesBroad	Clean	No Parking
1	3	2	No green	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Dirt	noRacks
1	4	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Dirt	1LaneRacks
1	4	2	No green	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Dirt	1LaneRacks
1	5	1	No green	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Broad (45m)	NoZones	Middle	noRacks
1	5	2	No green	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Medium (23)	3ZonesSmall	Clean	1LaneRacks
1	6	1	Trees	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Broad (45m)	3ZonesSmall	Clean	noRacks
1	6	2	Trees	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Broad (45m)	NoZones	Middle	No Parking
2	1	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Clean	No Parking
2	1	2	Trees	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesSmall	Clean	noRacks
2	2	1	No green	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Dirt	1LaneRacks
2	2	2	No green	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Medium (23)	NoZones	Dirt	noRacks
2	3	1	No green	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Broad (45m)	NoZones	Middle	No Parking
2	3	2	Trees	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Smal (9m)	3ZonesSmall	Middle	No Parking
2	4	1	No green	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Dirt	noRacks
2	4	2	No green	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Middle	1LaneRacks
2	5	1	Trees	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Smal (9m)	NoZones	Dirt	noRacks
2	5	2	Trees	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Middle	1LaneRacks
2	6	1	No green	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesSmall	Middle	1LaneRacks
2	6	2	No green	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesBroad	Dirt	No Parking
3	1	1	No green	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesSmall	Clean	No Parking
3	1	2	Trees	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Dirt	noRacks
3	2	1	No green	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesSmall	Dirt	No Parking
3	2	2	No green	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Smal (9m)	NoZones	Middle	noRacks
3	3	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Clean	1LaneRacks
3	3	2	Trees	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Middle	No Parking
3	4	1	No green	Normal 4m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Clean	noRacks
3	4	2	Trees	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Dirt	1LaneRacks
3	5	1	Trees	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Smal (9m)	NoZones	Middle	noRacks
3	5	2	No green	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Middle	No Parking
3	6	1	No green	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Middle	1LaneRacks
3	6	2	Trees	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Broad (45m)	3ZonesSmall	Clean	1LaneRacks
4	1	1	Trees	Normal 4m	Bicycles Allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesBroad	Dirt	1LaneRacks

Appendix A Choice sets Discrete Choice Method

4	1	2	No green	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesBroad	Middle	noRacks
4	2	1	No green	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Broad (45m)	NoZones	Clean	No Parking
4	2	2	No green	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Clean	1LaneRacks
4	3	1	Trees	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Dirt	No Parking
4	3	2	Trees	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Middle	1LaneRacks
4	4	1	Trees	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	NoZones	Dirt	No Parking
4	4	2	Trees	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Dirt	No Parking
4	5	1	No green	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Clean	1LaneRacks
4	5	2	No green	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Dirt	No Parking
4	6	1	No green	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Smal (9m)	NoZones	Middle	noRacks
4	6	2	Trees	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Smal (9m)	NoZones	Dirt	noRacks
5	1	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	NoZones	Middle	No Parking
5	1	2	Trees	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Middle	1LaneRacks
5	2	1	No green	Large 6m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Smal (9m)	NoZones	Clean	No Parking
5	2	2	No green	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Broad (45m)	NoZones	Dirt	1LaneRacks
5	3	1	Trees	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Middle	1LaneRacks
5	3	2	Trees	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Clean	1LaneRacks
5	4	1	Trees	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Clean	noRacks
5	4	2	Trees	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Medium (23)	NoZones	Dirt	No Parking
5	5	1	No green	Normal 4m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Broad (45m)	NoZones	Dirt	1LaneRacks
5	5	2	Trees	Normal 4m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Middle	noRacks
5	6	1	Trees	Normal 4m	NoBicycle allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Middle	noRacks
5	6	2	No green	Large 6m	Bicycles Allowed	Candelier	Horizontal Parcel	ShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Clean	noRacks
6	1	1	No green	Large 6m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Clean	noRacks
6	1	2	No green	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Dirt	noRacks
6	2	1	Trees	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Medium (23)	NoZones	Clean	1LaneRacks
6	2	2	Trees	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Dirt	noRacks
6	3	1	No green	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Dirt	No Parking
6	3	2	No green	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Middle	No Parking
6	4	1	Trees	Normal 4m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Middle	1LaneRacks
6	4	2	Trees	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Smal (9m)	NoZones	Dirt	1LaneRacks
6	5	1	Trees	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Dirt	No Parking
6	5	2	Trees	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Broad (45m)	3ZonesSmall	Clean	No Parking
6	6	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	NoZones	Middle	1LaneRacks
6	6	2	Trees	Normal 4m	NoBicycle allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Smal (9m)	NoZones	Clean	1LaneRacks
7	1	1	Trees	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Clean	1LaneRacks
7	1	2	No green	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Middle	1LaneRacks
7	2	1	No green	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Middle	No Parking
7	2	2	Trees	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	NoZones	Middle	noRacks

Appendix A Choice sets Discrete Choice Method

7	3	1	Trees	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Clean	noRacks
7	3	2	Trees	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Dirt	1LaneRacks
7	4	1	No green	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesSmall	Dirt	No Parking
7	4	2	No green	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Clean	1LaneRacks
7	5	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Medium (23)	NoZones	Dirt	noRacks
7	5	2	No green	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Broad (45m)	NoZones	Clean	noRacks
7	6	1	No green	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Dirt	noRacks
7	6	2	Trees	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesBroad	Dirt	No Parking
8	1	1	Trees	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Medium (23)	NoZones	Clean	noRacks
8	1	2	No green	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	NoZones	Clean	No Parking
8	2	1	No green	Large 6m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Middle	No Parking
8	2	2	No green	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Clean	No Parking
8	3	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Clean	noRacks
8	3	2	Trees	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesSmall	Middle	noRacks
8	4	1	No green	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Smal (9m)	NoZones	Dirt	1LaneRacks
8	4	2	No green	Large 6m	Bicycles Allowed	Candelier	Horizontal Parcel	ShopsVisible	NormalSeats	Broad (45m)	NoZones	Dirt	No Parking
8	5	1	Trees	Large 6m	Bicycles Allowed	Candelier	Horizontal Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Middle	No Parking
8	5	2	Trees	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Dirt	1LaneRacks
8	6	1	No green	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesSmall	Middle	1LaneRacks
8	6	2	Trees	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Dirt	noRacks
9	1	1	No green	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Medium (23)	NoZones	Clean	No Parking
9	1	2	No green	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Medium (23)	NoZones	Middle	1LaneRacks
9	2	1	No green	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Smal (9m)	NoZones	Dirt	1LaneRacks
9	2	2	Trees	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesBroad	Clean	noRacks
9	3	1	Trees	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Broad (45m)	NoZones	Dirt	noRacks
9	3	2	No green	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Smal (9m)	3ZonesSmall	Dirt	No Parking
9	4	1	No green	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Middle	noRacks
9	4	2	No green	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Middle	No Parking
9	5	1	Trees	Large 6m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Clean	No Parking
9	5	2	Trees	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Medium (23)	NoZones	Clean	noRacks
9	6	1	Trees	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesSmall	Middle	1LaneRacks
9	6	2	No green	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Middle	noRacks
10	1	1	Trees	Normal 4m	Bicycles Allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Middle	noRacks
10	1	2	Trees	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Dirt	No Parking
10	2	1	Trees	Normal 4m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Dirt	No Parking
10	2	2	No green	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Dirt	No Parking
10	3	1	No green	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Dirt	noRacks
10	3	2	Trees	Large 6m	NoBicycle allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Clean	1LaneRacks
10	4	1	No green	Normal 4m	Bicycles Allowed	Candelier	Vertical Parcel	NoShopsVisible	NoSeats	Medium (23)	NoZones	Dirt	noRacks

Appendix A Choice sets Discrete Choice Method

10	4	2	Trees	Normal 4m	NoBicycle allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Middle	noRacks
10	5	1	Trees	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Broad (45m)	NoZones	Clean	1LaneRacks
10	5	2	Trees	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	NoShopsVisible	NormalSeats	Broad (45m)	NoZones	Middle	1LaneRacks
10	6	1	No green	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Clean	1LaneRacks
10	6	2	No green	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Smal (9m)	NoZones	Clean	No Parking
11	1	1	Trees	Normal 4m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesSmall	Dirt	1LaneRacks
11	1	2	Trees	Normal 4m	NoBicycle allowed	Candelier	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	NoZones	Clean	No Parking
11	2	1	No green	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Middle	noRacks
11	2	2	No green	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Medium (23)	NoZones	Middle	1LaneRacks
11	3	1	No green	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesSmall	Clean	noRacks
11	3	2	Trees	Normal 4m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Smal (9m)	3ZonesBroad	Clean	1LaneRacks
11	4	1	Trees	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NormalSeats	Smal (9m)	NoZones	Middle	No Parking
11	4	2	Trees	Large 6m	Bicycles Allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Broad (45m)	3ZonesSmall	Dirt	No Parking
11	5	1	Trees	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Broad (45m)	NoZones	Middle	No Parking
11	5	2	No green	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	NoZones	Dirt	noRacks
11	6	1	No green	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesBroad	Clean	No Parking
11	6	2	No green	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesSmall	Middle	No Parking
12	1	1	Trees	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NoSeats	Medium (23)	3ZonesSmall	Dirt	No Parking
12	1	2	Trees	Normal 4m	NoBicycle allowed	Candelier	Vertical Parcel	ShopsVisible	NoSeats	Smal (9m)	NoZones	Dirt	1LaneRacks
12	2	1	No green	Normal 4m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NoSeats	Broad (45m)	3ZonesBroad	Dirt	noRacks
12	2	2	No green	Normal 4m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Broad (45m)	NoZones	Clean	1LaneRacks
12	3	1	No green	Large 6m	NoBicycle allowed	Candelier	Horizontal Parcel	ShopsVisible	NormalSeats	Medium (23)	3ZonesSmall	Clean	1LaneRacks
12	3	2	No green	Large 6m	Bicycles Allowed	Candelier	Horizontal Parcel	NoShopsVisible	NoSeats	Smal (9m)	3ZonesSmall	Middle	noRacks
12	4	1	No green	Large 6m	Bicycles Allowed	Candelier	Vertical Parcel	NoShopsVisible	NormalSeats	Smal (9m)	3ZonesBroad	Middle	1LaneRacks
12	4	2	Trees	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Smal (9m)	NoZones	Middle	No Parking
12	5	1	No green	Large 6m	NoBicycle allowed	Lamp post	Vertical Parcel	NoShopsVisible	NoSeats	Smal (9m)	NoZones	Middle	1LaneRacks
12	5	2	No green	Large 6m	Bicycles Allowed	Lamp post	Vertical Parcel	ShopsVisible	NormalSeats	Medium (23)	3ZonesBroad	Dirt	1LaneRacks
12	6	1	Trees	Normal 4m	NoBicycle allowed	Lamp post	Horizontal Parcel	NoShopsVisible	NoSeats	Broad (45m)	NoZones	Clean	No Parking
12	6	2	No green	Normal 4m	Bicycles Allowed	Lamp post	Horizontal Parcel	ShopsVisible	NormalSeats	Broad (45m)	3ZonesBroad	Clean	noRacks

The Hague International Shopping Experience	
<p>NL</p> <h3>WELKOM!</h3> <p>Waarom deze enquête?</p> <p>Deze enquête is onderdeel van een afstudeeronderzoek van de TU Delft naar de perceptie van winkelstraten. De gemeente Den Haag is bezig met het verbeteren van haar winkelgebied en daarmee het imago als winkelstad te versterken. Deze enquête behandelt onderwerpen als uw beeld van Den Haag als winkelstad, uw ervaringen met winkelen in Den Haag en uw visie van een prettige winkelstraat.</p> <p>Instructie</p> <p>De enquête is verdeeld in drie onderdelen. Het invullen duurt hooguit 10 minuten. We willen u vragen om elke vraag goed door te lezen. Het is belangrijk dat u de gehele enquête invult zodat uw inbreng mee genomen kan worden in de resultaten. Aan het eind van de enquête kunt u uw e-mailadres achterlaten om kans te maken op 1 van de 5 Bijenkorf waardebonnen t.w.v. €50,-.</p> <p>Bedankt voor uw medewerking</p> <p><small>Als u meer informatie wilt ontvangen over dit onderzoek, of op de hoogte gehouden wilt worden over de resultaten, kunt u contact opnemen met het volgende e-mailadres: Karine.ghazzi@denhaag.nl</small></p>	<p>EN</p> <h3>WELCOME!</h3> <p>Why this survey?</p> <p>This survey is part of a graduation research from the Technical University Delft. This research is about the perception of shopping streets. The municipality of The Hague is active with improving the retail area and as a result strengthening the image as shopping city. This survey contains subjects such as your image of The Hague as shopping city, your experiences with shopping in The Hague and your view on an attractive shopping street.</p> <p>Instruction</p> <p>The survey is divided into three parts. The survey takes no more than 10 minutes to complete. We want to ask you to read each question carefully. It is important to fully complete the survey to make sure your input can be used for the results. At the end of the survey you can fill in your email address to win one of the five gift certificates for De Bijenkorf worth €50,-.</p> <p>Thank you for your participation</p> <p><small>If you want more information about this research or want to be kept informed about the results, please contact the following email address: Karine.ghazzi@denhaag.nl</small></p>

Start BLANCO??

1. Maak eerst de keuze voor de taal instelling van de enquête .

Please choose the language you prefer for the survey.

<input type="text"/>
Nederlands
English

➡ *How often do you go shopping in the inner city of The Hague?*

01 Bezoek

1. How often do you go shopping in the inner city of The Hague?

- At least once a 6 months
 - Approximately once a 12 months
 - Less or I have never shopped in the inner city of The Hague
-

If Bezoek Equals 2 → Which means of transport do you use to reach the inner city of The Hague? You can select multiple answers

Else if Bezoek Equals 1 → Which means of transport do you use to reach the inner city of The Hague? You can select multiple answers

Else if Bezoek Equals 3 → The following questions are about your image of The Hague as shopping city. Even if you have never shopped in The Hague before, we are still interested in your image of The Hague. With each question you can indicate where you stand on the 5-point scale.

Appendix B Consumer survey - English

02 Gebruik

1. Which means of transport do you use to reach the inner city of The Hague?

You can select multiple answers

- By foot
- Bicycle/motorcycle
- Car
- Public transport
- Other means
-

2. In which streets or areas do you usually shop when visiting the inner city of The Hague?

You can select multiple answers



- Grote Marktstraat
- Spuistraat/Vlamingstraat
- Wagenstraat/Venestraat
- de Passage/the Arcade
- Hoogstraat / Noordeinde
- Molenstraat
- Prinsenstraat
- Haagse Bluf
- Schoolstraat
- Other,
namely

3. When visiting The Hague for shopping, which activities do you do besides shopping during the same visit?

You can select multiple answers

Appendix B

Consumer survey - English

- go shopping
 - the Binnenhof (Dutch Parliament)
 - Scheveningen
 - restaurants and/or bars
 - museums
 - theater, cabaret or dance performances
 - events
 - friends or / and family
 - other cultural activities
-
-


shops or shop types do you visit in the inner city of The Hague? You can fill in as many answers as you like

03 Winkels

1. Which shops or shop types do you visit in the inner city of The Hague?

You can fill in as many answers as you like

2. Wich stores or shop types do you *miss* in The Hague?

 The following questions are about your image of The Hague as shopping city. Even if you have never shopped in The Hague before, we are still interested in your image of The Hague. With each question you can indicate where you stand on the 5-point scale.

Appendix B Consumer survey - English

04 Beeld van DH

1. The following questions are about your image of The Hague as shopping city. Even if you have never shopped in The Hague before, we are still interested in your opinion of The Hague.

With each question you can indicate where you stand on the 5-point scale.

	1	2	3	4	5	
What do you think of the quality of the public space of the shopping streets in the centre of The Hague?						–
Low quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	High quality
What do you think of the amount of shops in the centre of The Hague?						–
Few shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Many shops
What do you think of the price level of the shops in the centre of The Hague?						–
Low/cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	High/expensive
What do you think of the distinctiveness of the shopping area in the centre of The Hague compared to other cities?						–
Not distinctive / Similar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Distinctive / Unique
What do you think of the target group of the shops in the centre of The Hague?						–
Aimed at youngsters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aimed at elderly
What do you think of the type of shops in the centre of The Hague?						–
Mainly Main street/High street shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mainly Exclusive/high-end shops
What do you think of the amount of unique shops in the centre of The Hague (trendy shops, little shops, exclusive shops)?						–
Few unique shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Many unique shops

➡ The Hague is working on increasing her image as international shopping city. What is your opinion about The Hague as an International Shopping City? 1= low 5= high

05 Internationale vragen

1. The Hague is working on increasing her image as international shopping city.

What is your opinion about The Hague as an *International Shopping City*?

1= low 5= high

2. What aspects do you consider important for an International Shopping City?

You can select multiple answers

- Long opening hours
 - High service level in the shops
 - Presence of high street brands
 - Supply of luxury catering
 - Supply of exclusive shops
 - Presence of department stores
 - Presence of international people
 - Presence of local (fashion-) designers
 - Attractive public space (decoration and neatness)
 - Presence of green
 - Shopping malls/arcades
-

3. What aspects would help The Hague to increase its *international image as a shopping city*?

➡ The following statements are about your personal shopping behaviour. With each statement you indicate to what extent it is suitable to your shopping behavior on 5-point scale.

06 Winkelgedrag

1. The following statements are about *your personal shopping behaviour*.

With each statement you indicate to what extent it is suitable to your shopping behavior on a 5-point scale.

	True	–	–	–	Not true
I often look if I can find something nice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop mostly for fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only go shopping when I really need something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to shop on quiet moments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping is a day out for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always come home from shopping with more purchases than I had planned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Indicate to what extent the following aspects are important for the choice of city when visiting for shopping?

1= Not important

5= Very important

	1	2	3	4	5
Presence of main-street shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of distinctive shops (boutiques, trendy shops, exclusive shops)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of a pleasant public space (both decoration and cleanness)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of restaurants and bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to reach the city centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Have you been shopping in another city outside The Netherlands in the past 5 years?

If so, in which city or cities?

No

Yes, in

4. On which moments do you usually shop?

You can select multiple answers

Appendix B Consumer survey - English

- On Monday–Friday between 9 a.m and 1 p.m
 - On Monday–Friday between 1 p.m and 6 p.m
 - On Saturday
 - On Sunday (shopping)
 - On shopping nights
 - During lunchbreak
 - After work
-

5. If the shops were open till 8 p.m each day of the week, would you make use of this service?

- Yes
 - No
 - I can't tell
-

6. If the shops were open till 10 p.m each day of the week, would you make use of this service?

- Yes
 - No
 - I can't tell
-

You have reached the second part of this survey.
Please read carefully the explanation on the next page.

[!\[\]\(e474458956c9a37fbf9586ddb60a7fa1_img.jpg\) Intro](#)

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Appendix B Consumer survey - English

07 Vignette block 1

The next part of the survey is about your perception of an attractive shopping street.

Each time you will see two images of a shopping street. The pictures differ slightly from each other. Look carefully at the images and choose one image. With each choice consider the next question:

Which of the following shopping streets would you prefer to visit for shopping?

Each time choose the image that you prefer the most.

This is an example



1. Which of the following shopping streets would you prefer to visit for shopping?

Image1



Image2



Appendix B Consumer survey - English

Image 1 Image 2

2. Which of the following shopping streets would you prefer to visit for shopping?

Image1



Image2



Image 1
 Image 2

3. Which of the following shopping streets would you prefer to visit for shopping?

Image1

Image2

Appendix B Consumer survey - English



- Image 1
- Image 2

4. Which of the following shopping streets would you prefer to visit for shopping?

Image1



Image2



- Image 1
- Image 2

5. Which of the following shopping streets would you prefer to visit for shopping?

Image1

Image2

Appendix B Consumer survey - English



- Image 1
- Image 2

6. Which of the following shopping streets would you prefer to visit for shopping?

Image1



Image2



- Image 1
- Image 2

➔ Persoonskenmerken

08 Persoonskenmerken

Finally, we ask you a set of questions relating your personal characteristics.

If you would like to make a chance for one of the five giftvouchers worth €50,- euro's, you can fill in your email adress succeeding this section.

1. What is your gender?

- Male
 - Female
-

2. What is your age?

years old

3. What is your zip code?

(Example: 1234AB)

4. What is your nationality?

- Dutch
- Other nationality, namely

5. What is your highest completed education level?


- Elementary school, primary school
- Lower technical and vocational education
- Lower general secondary education
- Junior / intermediary vocational education
- Senior general secondary education
- Pre-university education
- Higher professional education
- University
- Other education, namely

6. What is your net household income in euro's?

Note: for dual earners this is the joint net income. Net income is what is left after taxes.

Appendix B Consumer survey - English

- Less than €1100,- a month
 - Between €1100,- and €1750,- a month
 - Between €1750,- and €3050,- a month
 - More than €3050,- a month
 - Not applicable
 - I wish not to answer this question
-

 *If you want to stand a chance for 1 of the 5 Bijenkorf giftvouchers to the value of €50,-, you can fill in your email adress below. Note: this email adress will be used to contact the winners of the vouchers. You will be contacted before 30 November 2011 wehn you are one of the winners of the giftvoucher.*

09 Einde

1. If you want to stand a chance for 1 of the 5 Bijenkorf giftvouchers to the value of €50,-, you can fill in your email adress below.

Note: this email adress will be used to contact the winners of the vouchers. You will be contacted before 30 November 2011 wehn you are one of the winners of the giftvoucher.

You have reached the end of the survey.

Please press 'submit'before closing this window

Appendix B Consumer survey - English

End page

End of the survey

Thank you for your cooperation!

Graduation research Carine Ghazzi: Perception of an international shopping street k.ghazzi@student.tudelft.nl



Gemeente Den Haag

Appendix C Reactions received as feedback on survey

Van: Bart Wijnberg [mailto:bartwijnberg@gmail.com]
Verzonden: do 8-9-2011 15:25
Aan: Carine Ghazzi
CC: 'Daan Goedhart'
Onderwerp: internationale winkelstraat

Geachte Mevrouw Ghazzi, Beste Karine,

Leuke enquête. Mag ik u vragen om de resultaten ook met de deelnemers te communiceren. Ik ben lid van de Werkgroep Gemeentepolitiek van de Fietsersbond (Den Haag), en ik ben zelf zeer benieuwd.

Wie is uw contactpersoon bij de gemeente?

Zoals u weet is in Den Haag de Grote Marktstraat een belangrijke straat, zowel voor fietsers die de winkels bezoeken, als voor doorgaand fietsverkeer – het is een van de autoluwe hoofdroutes.

Uw manier van plaatjes vergelijken is interessant. Ik zou nog meer willen: met shared space (voetgangers en fietsers op in dezelfde omgeving, zonder scheiding van verkeerssoorten) en de klassieke manier: een duidelijk aangegeven voetpad/trottoir/ruimte voor voetgangers, en een duidelijk aangegeven fietspad.

Met vriendelijke groet,

Bart Wijnberg

Van: Ioannis Diamantopoulos [mailto:idiamentopoulos@yahoo.com]
Verzonden: zo 4-9-2011 22:25
Aan: Carine Ghazzi
Onderwerp: Survey
Hi Carine

I've responded to your survey regarding shopping streets in The Hague. It's a very interesting topic that you are studying and I hope that it will give some valuable and actionable insight to the municipality, so that they can make the city more attractive.
Good luck with your internship and with your studies.

Yannis Diamantopoulos
Inspector
OPCW

Appendix C Postive emails received as feedback on survey

Van: John Graham-King [john.graham.king@angloinfo.com]
Verzonden: do 22-9-2011 11:00
Aan: Carine Ghazzi

Onderwerp: Additional comments that wouldn't fit in survey
Bijlagen: den haag fashion survey.doc(24kB)

Hi-

There was a question asking about what is needed to increase international attention of The Hague as a shopping destination. I entered what is on the attachment, but it said it was too long. I kept cutting back until I just got frustrated and cut the remaining comments and put them into a word document. So there are some comments that got deleted, but the attachment has most of the comments.

So it goes with the survey that was submitted with the email address: NYCjohnLA@aol.com.

I'd be happy to provide additional insight on my thoughts, or you can follow my blog: Hollywood 2 Holland (www.hollywood2holland.com and on <http://blogs.angloinfo.com/?rid=024>).

Best regards,

John

John Graham-King
General Manager
john.graham.king@angloinfo.com
AngloINFO: South Holland
the global expat network
[southholland.angloinfo.com](http://www.southholland.angloinfo.com) <<http://www.southholland.angloinfo.com/>>

Twitter <<http://twitter.com/>> Facebook
<<http://www.facebook.com/AngloINFOSouthHolland>>

Nederlandse Samenvatting

1. Introductie

Door de opkomst van verschillende trends staan de winkelgebieden in Nederland en in het buitenland onder druk. Ten eerste zorgt de globalisering ervoor dat de consument steeds mobieler wordt, hierdoor wordt hun keuzevrijheid waar te winkelen ook groter. Winkelsteden op grotere afstand worden daardoor concurrenten van elkaar. Ten tweede is de groeiende belangstelling van online winkelen een concurrent van de fysieke winkels. Een andere consequentie van de globalisering is de internationalisering van de detailhandel. De opkomst en wereldwijde verspreiding van grote internationale merken heeft een groot effect op de beleving van winkelstraten. Winkelstraten lijken steeds meer op elkaar, niet alleen door dezelfde overheersende merken die elke straat aanbiedt, ook doordat de inrichting en het profiel niet van elkaar te onderscheiden zijn.

Den Haag gebruikt haar internationale imago om het winkelgebied in de binnenstad te verbeteren. Dit wordt niet alleen gedaan met behulp van marketing maar ook met behulp van grote vastgoed (her-) ontwikkelingen en aanpassingen aan de openbare ruimte. De vraag hierbij is, hoe kan het internationale imago versterkt worden in het winkelgebied? Dit onderzoek kijkt naar alle facetten van een internationale identiteit voor winkelgebieden. De hoofdvraag van dit onderzoek luidt dan ook:

Hoe kan Den Haag, gebaseerd op consumenten perceptie, haar imago als internationale winkelstad versterken?

Uit dit onderzoek blijkt dat er een duidelijk voorkeur bestaat voor bepaalde hardware variabelen en software variabelen. De hardware variabelen worden gedefinieerd als de fysieke elementen in de openbare ruimte die tastbaar en zichtbaar zijn. Dit zijn bijvoorbeeld decoratieve elementen als bomen, bankjes en kunst. Ook de variabelen die het kader zijn voor de verdere inrichting, zoals de breedte van de straat en de façades van de gebouwen, behoren tot deze hardware categorie. De software elementen zijn de niet-tastbare aspecten in de openbare ruimte. Deze aspecten werken op je gevoel, je smaak en je gehoor. Hiertoe behoren aspecten als service, aanbod, talen en type mensen in de straat. Beide categorieën zijn belangrijk om een internationale identiteit over te brengen in een winkelgebied. Onze perceptie wordt beïnvloed door onze cognitie en herinneringen van de signalen met informatie van een bepaalde plek (Hall 2006), het is dus niet alleen datgene wat je ziet, maar wat je hoort, voelt, proeft en ruikt is hierin belangrijk (Holloway & Hubbard 2001).

2. Methodologie

Voor dit onderzoek is er aan de hand van interviews met experts op het gebied van winkelvastgoed en expats wonend in Den Haag een lijst opgesteld van 11 hardware variabelen die gebruikt zijn voor een consumenten onderzoek. Hierin zijn ook 4 belangrijke software elementen getoetst aan de hand van verschillende vragen in de consumenten enquête. Uit de interview reeks met de experts bleek dat het definiëren van een internationale winkelstraat lastig is. Een lijst van bijna 50 variabelen resulteerde van de interviews, dit laat de verscheidenheid zien van het onderwerp. Een aspect dat duidelijk belangrijk wordt geacht door de geïnterviewde experts, is de aanwezigheid of gebruik van expats voor een internationale winkelstad. Om deze reden zijn de expats gebruikt voor het operationaliseren van de internationale identiteit voor het winkelgebied. Het consumenten onderzoek is deels gedaan met behulp van de Discrete Choice Method. Deze methode heeft

in het verleden al zijn succes bewezen in onderzoek naar aantrekkelijke winkel gebieden (Ben de Weerd 2011; Warners 2010). De Discrete Choice Method is een stated preference methode en deze methode wordt gebruikt om een individuele preferentie te ontlokken voor bepaalde alternatieven (hetzij producten, services, of acties) door middel van een enquête' (Louviere et al. 2010 p.85) . Deze methode gaat er van uit dat de mens geen ideaal keuze instrument is. Dit wordt gedaan door middel van een visueel keuze experiment, waarbij de respondent telkens de keuze moet maken tussen twee alternatieven. In dit onderzoek worden de 11 hardware variabelen, verkregen uit de interviews, verwerkt in een afbeelding van een winkelstraat. De Grote Marktstraat in Den Haag is hiervoor als onderlegger gebruikt. De enquête bestond verder uit verschillende open en meerkeuze vragen betreffende het gebruik van Den Haag, de software aspecten en persoonlijke kenmerken van de consument. Door de keuze te laten maken voor de Nederlandse of de Engelse taal aan het begin van de enquête werd er onderscheidt gemaakt tussen Nederlanders (keuze voor Nederlandse taal) en Expats (keuze voor Engelse taal). De enquête was gedurende 2,5 maand online in te vullen. De enquête heeft op verschillende websites online gestaan, waaronder de gemeentelijke website van Den Haag. Door middel van flyers te distribueren in de winkelstraten zijn de consumenten op de enquête geattendeerd. In totaal hebben 298 respondenten de enquête ingevuld, hiervan was 65% Nederlander en 35% expat.

3. Resultaten

Het resultaat van de expert interviews was, zoals eerder genoemd, een lange lijst van belangrijke elementen voor een internationale winkelstad, wat laat zien dat de visie op een internationale winkelstad zeer divers is. In het algemeen heerst er tussen de experts een tweedeling. Een deel van de experts zien een internationale winkelstraat als een verbindingsweg en een ander deel zien het als verblijfsplek. Tussen deze functies blijkt een duidelijk onderscheid te zijn van belangrijke elementen. Een verbindingsweg laat een sterke associatie zien met fietsers, fietsrekken, drukte, en een lineaire opzet. Deze lineaire opzet kan benadrukt worden met groen en banken. Een verblijfsplek laat een sterke afkeur zien voor fietsers, maar een sterke associatie met het aanbod en intimiteit. Intimiteit kan gecreëerd worden met behulp van decoratie aspecten als groen, bankjes en kroonluchters.

3.1 Resultaten consumenten enquête expats

De best gewaardeerde variabele door de expats in een internationale winkelstad is de aanwezigheid van bomen in de straat. Dit bevestigt de resultaten van eerdere onderzoeken waarin groen als belangrijk element voor de aantrekkelijkheid van het winkelgebied wordt gezien (Oppewal & Timmermans 1999; Warners 2010). De profiel dimensie blijkt ook een belangrijk aspect te zijn voor de perceptie van de straat. De expats prefereren de middelste breedte, 25 meter, als beste dimensie (utiliteit=0.63). De smalste dimensie, 9 meters, wordt ook passend in een internationale winkelstraat gevonden, alhoewel met een lagere utiliteit (utiliteit=0.60). Een schone straat is erg belangrijk in de perceptie van een internationale winkelstad. Dit komt overeen met onderzoeken van BRO (2007) en Oppewal en Timmermans (1999). De zonering blijkt ook een groot deel van de perceptie te bepalen. Het accentueren van de bestrating wordt op twee manieren gewaardeerd, met een smalle strook in het midden van de straat (utiliteit=0.60) en met een brede strook in het midden van de straat (utiliteit=0.48). Het ontwerp van Lana du Croq (2011) voor verlichtingselementen in de vorm van kroon-

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luchters zijn gebruikt om hun bijdrage aan een internationaal imago te testen. Dit bleek voldoende te zijn: de kroonluchters worden beter gewaardeerd dan standaard verlichtingselementen. Alhoewel het fiets parkeren in de Grote Markstraat een onderwerp van veel discussie is, geven de expats een positieve utiliteit voor deze geparkeerde fietsen. In het kader van een internationale winkelstraat hebben de geparkeerde fietsen dus geen prioriteit. Bankjes in de straat wordt weer positief gewaardeerd (utiliteit=0.41). Het laatste attribuut met een significante uitkomst is de zichtbaarheid van de winkels op de tweede verdieping van af het straat niveau. Dit blijkt niet te worden gewaardeerd door de expats, hoewel met een lage utiliteit (0.27). Dit contrasteert de mening van de experts.

Er valt op dat er van bepaalde variabelen meerdere levels positief gewaardeerd worden. Dit laat zien dat deze elementen het straatbeeld en daarmee een groot deel van de perceptie beïnvloeden, maar op meerdere manieren gewaardeerd worden. Tabel 3 laat de utiliteit waarden zien van de resultaten van de expats. De best gewaardeerde variabelen zijn te zien in figuur 1.

Figuur 1. Het ideale beeld van een internationale winkelstraat door de expats



Figuur 2. Het ideale beeld van een internationale winkelstraat door de Nederlanders



Tabel 3. Resultaten DCA, rode cijfers geven niet significante variabelen aan

Parameter	Parameter Estimate	Standard Error	Chi-Square	Pr > ChiSq	Hazard Ratio
GreenGreen	1.09	0.17	41.97	<.0001	2.98
ProfileDimMedium	0.63	0.16	15.82	<.0001	1.89
NeatnessCold_clean	0.60	0.17	13.12	0.0003	1.83
ZoneDim3ZonesSmall	0.60	0.18	11.51	0.0007	1.82
StreetlightsCandelier	0.53	0.14	14.68	0.0001	1.69
ZoneDim3ZonesBroad	0.48	0.17	8.10	0.0044	1.61
RacksParkNoRacks	0.41	0.16	6.69	0.0097	1.51
SeatsNormalSeats	0.41	0.13	9.52	0.0020	1.51
ProfileDimSmal	0.39	0.16	5.95	0.0147	1.48
NeatnessMiddle	0.31	0.17	3.34	0.0675	1.36
ShopLevelNoShopsVisi	0.27	0.12	4.66	0.0308	1.30
ParcelationVertical	0.21	0.13	2.59	0.1073	1.24
RacksPark1LaneRacks	0.19	0.16	1.44	0.2303	1.21
HeightLarge_6_m	0.06	0.17	0.11	0.7383	1.06
BicyclesAllowed	-0.05	0.12	0.14	0.7093	0.96

3.2 Resultaten consumenten enquête Nederlanders

Het onderzoek laat ook zien dat er wel degelijk een verschil zit in de perceptie van een internationale identiteit beïnvloed door de achtergrond van de consument. Als er wordt gekeken naar de waarderingen voor de variabelen door de Nederlandse consument zijn er een aantal verschillen te zien. Het belangrijkste verschil is dat de twee type consumenten, de expats en de Nederlanders, een andere ranglijst hebben van variabelen. De Nederlandse consument laat in hogere mate een duidelijke waardering zien voor bomen in de straat. Het smalle profiel staat voor hun op de tweede plek (utiliteit=0.85), gevolgd door de middelste profiel dimensie (utiliteit=0.45), de utiliteitswaarden laten wel een duidelijke voorkeur zien voor het smalste profiel. Bankjes worden ook gewaardeerd door de Nederlandse consument. De kroonluchters worden ook positief gewaardeerd, alhoewel in mindere mate dan de expats. Een zonering met een smalle middenstrook krijgt een positieve utiliteit. Ook de netheid van de straten, alhoewel met een lagere utiliteitswaarde dan de expats (utiliteit=0.60), ontvangt een positieve utiliteitswaarde (utiliteit=0.24). De laatste significante variabele van de Nederlandse consument verschilt van de expats, namelijk de waardering voor fietsers in een winkelstraat. In figuur 2 zijn de best gewaardeerde variabelen te zien van de Nederlandse consument in een internationale winkelstraat. Tabel 4 laat zien welke verschillen in preferentie er zijn tussen de expats en de Nederlandse consument.

Tabel 4 Significante variabelen per subgroep

	Dutch	Expats
1	GreenGreen	GreenGreen
2	ProfileDimSmal	ProfileDimMedium
3	ProfileDimMedium	NeatnessCold_clean
4	SeatsNormalSeats	ZoneDim3ZonesSmall
5	StreetlightsCandelier	StreetlightsCandelier
6	ZoneDim3ZonesSmall	ZoneDim3ZonesBroad
7	NeatnessCold_clean	RacksParkNoRacks
8	BicyclesAllowed	SeatsNormalSeats
9		ProfileDimSmal
10		ShopLevelNoShopsVisible

Naast dat de achtergrond van de consument de perceptie van een internationale winkelstraat beïnvloed, blijkt het geslacht van de consument ook de perceptie te beïnvloeden. Mannen laten een significant hogere waardering zien voor bankjes in de straat en voor een zonering met een brede strook in het midden, vergeleken met de vrouwelijke respondenten. Verder blijkt dat de waardering voor bankjes en een schone straat hoger is wanneer deze in het breedste straatprofiel worden geplaatst. Dit wordt verklaard doordat bij een brede straat de focus op de gebouwen kleiner wordt en de focus op de bestrating hoger. Het parkeren van de fiets wordt in een smalle en brede straat juist meer gewaardeerd dan in een middelste straat profiel. De interactie analyse tussen woonplaats en perceptie van de variabelen laat een significante relatie zien tussen de inwoners van Den Haag en de middelste straat profiel dimensie (breedte van de Grote Markstraat). Dit kan betekenen dat de gewenning met de Grote Markstraat de voorkeur voor de straatdimensie beïnvloed.

Conclusie

Uit het onderzoek blijft dat een internationale winkelstraat niet alleen bestaat uit een aantal belangrijke hardware aspecten maar ook de software aspecten zijn hierin van belang. Uitgaande van de perceptie van de expats zijn de volgende aspecten belangrijk:

1. bomen in de straat
2. een profiel dimensie van rond de 25 meter breed
3. een zeer schone straat
4. een zonering met een smalle middenstrook
5. gebruik van verlichtingselementen in de vorm van kroonluchters
6. een zonering met een brede middenstrook
7. geparkeerde fietsen niet in fietsrekken
8. bankjes; een profiel dimensie van rond de 9 meter breed
9. geen zichtbare winkelactiviteiten op de tweede verdieping van de winkels.

De expats lijken meer aandacht te besteden aan de software elementen dan de Nederlandse respondenten. Het leveren van service is een aspect dat zeer belangrijk is voor de expats, niet alleen in de winkels zelf, maar ook in het winkelgebied. De openingstijden van de winkels moeten verlengd worden om een serieuze internationale winkelstad te kunnen zijn. De schoonheid van de straten is zeer belangrijk, een schone straat wordt erg op gefocust en gewaardeerd door de expats, maar hierbij moet benadrukt worden dat ook de Nederlandse consument dit erg belangrijk acht.

4. Aanbevelingen

Gebaseerd op de resultaten van dit onderzoek worden er aanbevelingen gedaan voor de Grote Marktstraat. Maar de resultaten zijn ook bruikbaar voor de andere winkelstraten die veel bezocht worden door de expats, zoals de Spuistraat, de Wagenstraat en Venestraat, de Hoogstraat en Noordeinde. Deze aanbevelingen worden gedaan voor zowel de software als de hardware aspecten. Naast deze specifieke adviezen voor de winkelstraten worden er ook een aantal aandachtspunten aangemerkt die belangrijk zijn voor de gehele binnenstad.

Uit dit onderzoek blijkt dat de expats veel aandacht besteden aan de software elementen in een winkelomgeving. De service in de winkels is veel te laag. Ook de algemene service in de stad kan verbeterd worden door middel van Engelstalige bewegwijzering en algemene vriendelijkheid in de straten. De service moet in zijn geheel omhoog in de gehele binnenstad. Naast de service is de netheid van het winkelgebied ook belangrijk. Uit het visuele experiment blijkt dat de expats hier de focus op leggen. De straten moeten vuil en kauwgom vrij zijn. Voor de software aspecten: openingstijden, winkelaanbod en programma, word er geadviseerd om deze meer specifiek in te zetten. Deze worden dan ook besproken bij de verschillende straten.

4.1 Grote Marktstraat Internationale Winkel Boulevard

De meest belangrijke winkelstraat is de Grote Marktstraat. Deze straat was het uitgangspunt van het onderzoek en de focus van de gemeente. De breedte van de Grote Marktstraat is moeilijk vergelijkbaar met andere winkelstraten in Den Haag en andere steden in Nederland. De expats zien deze breedte als een internationaal aspect. De aanwezigheid van bomen en bankjes verhoogt ook het internationale imago van de straat. Daarnaast worden de kroonluchters gewaardeerd door de expats. Het onderzoek liet wel zien dat hoe breder de straat des te hoger de waardering voor de inrichting. Vooral de bankjes en de netheid van de straat krijgt meer de focus in een bredere straat. De zonering van de straat ontving ook een hoge waardering. Een zonering met een smalle midden strook is en brede zijstroken ontvangt de hoogste waardering. De expats geven een negatieve waardering voor fietsers in de straat. Het parkeren van de fietsen wordt wel weer positief gewaardeerd door de expats. Dit betekent dus dat fietsers niet op de Grote Marktstraat mogen fietsen, maar wel hun fiets kunnen parkeren. Uitgaande van de perceptie van de expats zullen fietsers in de Grote Marktstraat verboden moeten worden. De Nederlandse respondenten, daarentegen, geven wel een positieve waardering voor de fietsers, maar een negatieve waardering voor het parkeren van de fiets. Wanneer besloten wordt de fietsers nog steeds toe te laten, zal de zonering van de straat ook weloverwogen gekozen moeten worden. Een smalle strook zal als een fietspad worden gezien. Als dit niet gewenst is, zal er voor een brede middenstrook gekozen moeten worden, zodat de fietser meer te gast zal zijn in de winkelstraat. Het winkelaanbod van de Grote Marktstraat moet inspelen op de wensen van de expats. Dit houdt in dat er voor grote internationale merken gekozen moet worden. Wel belangrijk hierin is de afwisseling van winkels met cafeetjes, restaurantjes en andere zitplekken als koffiewinkels enz. Hiertoe biedt de Grote Marktstraat zeker goed de ruimte. Dit is belangrijk om de hedonistische winkelmotieven van de expat te ondersteunen. Het verlengen van de openingstijden van de winkels is een belangrijk aspect in een internationale winkelstad. Het advies is om de winkels in de Grote Marktstraat en Spuistraat te laten beginnen met een verlenging tot 20.00 uur. Als dit goed verloopt kan het uitgebreid worden tot de andere straten.

Figuur 5 Aanbevelingen voor de Grote Marktstraat



4.2 Overige straten

De aanbevelingen voor de overige winkelstraten worden vooral gebaseerd op de breedte van de straten. Het profiel van de straat bepaalt voor een groot deel de mogelijkheden wat betreft de hardware elementen in de straat. Zo zullen bomen alleen passen in de breedte van de Wagenstraat. De bankjes zullen hooguit in de Hoogstraat en Noordeinde passen. Een belangrijk element dat wel terug kan komen in de verschillende straten zijn de kroonluchters. Door deze consequent (in kleine variaties) in te voeren in het winkelgebied zal de herkenbaarheid van het winkelgebied verhoogd worden.

Daarbij zijn deze resultaten niet alleen geschikt voor huidige winkelstraten maar kunnen ze ook gebruikt worden voor opkomende winkelstraten in de binnenstad. Bijvoorbeeld de Turfmarkt, de straat lopend van het station naar de binnenstad, is momenteel het onderwerp van nieuwe (retail-) ontwikkelingen. Dit is bij uitstek een verbindingsweg, waarbij de een lineaire opzet belangrijk is.

5. Discussie

De resultaten van dit onderzoek geven een goede aanvulling op bestaande onderzoeken naar de aantrekkelijkheid van winkelstraten. Met dit onderzoek is de brug geslagen naar het onderzoeken van identiteiten in winkelgebieden. Voor het operationaliseren van identiteiten in winkelstraten blijkt de Discrete Choice Method een goede methode te zijn. De keuze voor het gebruik van de expats om een internationale winkelstraat te operationaliseren is een punt voor discussie. Dit onderzoek bewijst dat de achtergrond bepalend is voor de perceptie van het openbare gebied. Alhoewel er geen grote verschillen gevonden zijn, betekent dit dat de Nederlandse consument, de belangrijkste consumenten groep qua aantal, een internationale winkelstad anders beleeft.

De Discrete Choice Method ontving veel positieve reacties, waardoor de interesse in het onderzoek aangewakkerd werd. Het uitzetten van de consumenten enquête via een online platform is waardevol gebleken. Het aantal respondenten was genoeg om aannemelijke conclusies te trekken. Een nadeel van een online enquête is dat de verscheidenheid onder de respondenten niet heel groot is, wat de resultaten van het onderzoek kan hebben beïnvloed. Zo was de verdeling van de respondenten naar inkomen en opleiding, zowel van de Nederlandse als de expat respondenten, niet mooi verdeelt: de meerderheid heeft een hbo of universitaire studie afgerond en valt binnen de hoogste inkomensklasse.

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