Searching for experiences

A research about the modern consumer in the inner city of Rotterdam

Graduation report (P4)
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Real Estate and Housing
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PREFACE

This is my graduation report (P5) for the Real Estate and Housing master at the Faculty of Architecture at the Delft University of Technology. This report carries the title “Searching for experiences”. The objective of the research is to provide more insight in consumer experiences in inner city shopping areas and on how the modern consumer will behave during his shopping experience in the inner city of Rotterdam.

The subject for my graduation research came into being after reading the book “The Experience Economy” (Pine and Gilmore, 1999). I was seized about the process of experiencing. The book discusses this ‘new economic era’ that is dematerialization and illustrates how economic advantages can be gained by creating personal experiences for consumers and businesses. The book was for myself an ‘eye opener’, and one of the reasons to write my Master thesis about.

This report is divided into six sections. The structure is based on the (chronological) subsequent stages in the research process. The first section, chapter one addresses the introduction of the research and the (main) research question(s) and is about the research methodology. The second section, covering chapter two, three and four, focuses on the theoretical framework about the experience society and on the inner city of Rotterdam. Chapter three and four are written in a division into time. The third section, covering chapter five, is entirely about the survey (practical research). In this chapter the fieldwork is presented and analyzed by using SPSS. In the fourth section the practical research results are compared with the theory and discussed. In the fifth and last section of this report are the conclusions and recommendations presented.

In conclusion I would like to extend a word of gratitude to the people that have kindly cooperated in the realization of this graduation report.

In the first place to my mentorship team, that has provided me with their advice and support throughout the research process: Dion Kooijman (Delft University of Technology) and Gerard Wigmans (Delft University of Technology). Also I like to thank my external examiner: Willem Hermans (Delft University of Technology) for commissioning the process.

Secondly and finally, my gratitude goes out to Mark Baas (Locatus) for offering me information about the retail- and leisure supply in the inner city of Rotterdam.

I hope you will enjoy reading this graduation report. Questions and suggestions related to the content of this report are welcome at all times.

Daniël Spiessens

Rotterdam, 27 October 2010
SUMMARY

Introduction
In this study about the experience economy is tried by means of theoretical research and empirical research to give an answer on the question: ‘How are shopping experiences embedded in the inner city of Rotterdam and how does it affect the shopping behaviour of the modern consumer?’

Methodology
This study is based on a literature research about the experience society and the history of the inner city of Rotterdam and a practical survey. For the survey 200 respondents have filled in a questionnaire. In this questionnaire they answered questions about their shop behaviour, visiting motive and they could give grades for different qualities of the inner city of Rotterdam. Also they had to draw on a map where they were the past 30 minutes and where they were going the next 60 min.

Experience society
The experience society can be said to be a continuation of the service society. The emphasis is now placed on the experience dimension. It seems that the experience economy is of an earlier date as the authors Joseph Pine and James Gilmore (1999) claimed in their book: ‘The Experience Economy’. In 1992, the German sociologist Gerhard Schulze presented his socio-cultural study: *Die Erlebnisgesellschaft [The Experience Society]*. For Schulze the Experience Society represents an inner directed society with people uncertain about what they want, quite different from its forbear the Modern Society inhabited by strong egos busy with shaping the external conditions in a way to get what they already want. Thus, much earlier than Pine and Gilmore indicate, Maslow, Koolhaas and Schulze analyzed the development of a new, flexible consumerist culture in which anything is shopped’ (Kooijman and Sierksma, 2007a, pp.514).

Pine and Gilmore (1999) state that experiences are fourth in a chain of development stages. They have emerged after commodities, goods/products, and services have come into use. Each new stage makes the former obsolete. In this theoretical perspective ‘The Experience Society' is inhabited by the strong egos as mentioned before. The goals of the consumers are predetermined and are done out of necessity, as with run- and goal shoppers. They know what they want, the only question is how do they achieve their goals within the time. This rational shopping is related to the inner city of Rotterdam in the fifties and sixties (Kooijman, 2009, pp.161).

Schulze’s definition is quite different from the definition of Pine and Gilmore (1999). For Schulze the Experience Society represents an inner directed society with people uncertain about what they want. This social uncertainty can be linked to compulsive buyers and fun shoppers because research shows that for both the act of shopping only produces an emotion of satisfaction during a short period of time (Kooijman, 2009, pp.170) . These psychological problems exist when consumers feel a possible thrill of ordinary impulsive buying. This is a sense of a shopping buzz, which many of us may experience occasionally. Consumers that experience this buzz all the time are called compulsive buyers. This shift from recreational aspects of shopping, relaxation and leisure to mere emotional behaviour (buzz all the time) that may, for some individuals, develop into an experience which is related to stress. So, while enjoyment and emotional involvement play an important role in both ordinary and compulsive buying, excitement can take on extreme forms for compulsive buyers. This dimension of compulsive buying is also linked to mood, in the sense that people try to manage and change negative feelings (Coombs, 2004, pp.435). This also has to do with social uncertainty. And this uncertainty is precisely the definition of ‘experience’ by the German sociologist Schulze.
In this theoretical perspective ‘The Experience Society’ is inhabited by weak egos likely to use buying goods as an identity-seeking strategy who are trying to find temporary securities in the retail supply (guarantees, brands, advice from the shop staff, services before and after the purchase, themes, etc.). The goals of the consumer are not predetermined, as with fun shoppers and compulsive buyers. They do not know what they want but within the time they have to achieve a result (to buy something). This irrational shopping is related to the inner city of Rotterdam in the nineties till now.

**Rotterdam: fifties and sixties**
Rotterdam has a relatively young inner city. The years between 1940 and 2010 were in the sign of the reconstruction of the inner city. This ‘Basis plan’ forms the basis of the current inner city of Rotterdam. The ‘Basis plan’ was presented in 1946 by C. van Traa. The main characteristic of his plan were the division of the city in districts with their own destination, clearly separated by lines (the streets). In the vision of Van Traa should the inner city of Rotterdam focus on offices, retail and entertainment. Living and industry are placed on the edge of the city. The dwellings were planned in spacious, green districts. This idea resulted in a sparse population in the inner city. In this ‘new’ city were there various functions like: shopping, working, recreation and living were clustered per destination. The ‘retail city’ with retail, entertainment and dining was built around the Lijnbaan and the Laurenskwartier. The cultural services were created at the Schouwburgplein. These areas were separated from each other by wide streets.

An important objective of the ‘Basis plan’ was scale-enlargement. Rotterdam must offer space for large building blocks that were placed next to wide boulevards. The traffic circulation system was one of the main pillars of the ‘Basis plan’. Rotterdam has to be good accessible by lorries, but there must also be enough space for pedestrians. Also in the traffic was a clear division: pedestrians and cars, expedition and other traffic were separated. This has lead to the introduction of new traffic typologies like the expedition streets, inner courts and pedestrian areas. In 1953 was in Rotterdam the ‘Lijnbaan’ established. The Lijnbaan is an ensemble of retail, housing and public space, designed by Van den Broek & Bakema. The Lijnbaan was in that time for divers reasons a remarkable complex. Firstly because of the so-called European debut of the American retail-walking street, secondly because of the modern design of areas and buildings and thirdly because it was one of the first large ensembles of the inner city of Rotterdam (Lantermans, 1955, pp.55-83).

In the fifties and sixties shops were scattered around the inner city of Rotterdam. Probably in the fifties and sixties consumers made many impulsive purchases. Different kind of shops were deliberately spread over the inner city of Rotterdam. A leisure stroke was considered to link these ‘destinations’. The results of the survey held in May 2010 indicate that the majority of the run shoppers (73.3%, n=22) and goal shoppers (59.8%, n=49) come sometimes home with unexpected buyings (products and articles that were not on their shopping list). When run shoppers have made a purchase their state of mind changes in a positive direction (63.3%, n=19) or it does not change at all (36.7%, n=11). This result is almost the same for goal shoppers, after an purchase their state of mind changes in a positive direction (65.9%, n=54) or it does not change at all (34.1%, n=28).

Within the available shopping time run- and goal shoppers have they have to achieve a result (to buy something). Time plays for run shoppers (66.7%, n=20) and important role. For goal shoppers this role is smaller because most goal shoppers (57.3%, n=47) indicate that time plays an important role, but there is also a large group of goal shoppers (42.7%, n=35) for whom time plays hardly a role. The majority of the run shoppers (76.7%, n=23) reported in the survey that they will buy something on the day of the interview. This percentage is also high for goal shoppers (78%, n=64).
In the second half of the sixties began among residents and city government dissatisfaction to arise over the urban environment. Rotterdam was considered by many as cheerless because there was little urban liveliness. The negative image of Rotterdam as a too large and uninviting city was confirmed by the research of Wentholt (1968). Wentholt bases his study on a sample survey under one hundred locals, and a series of interviews with twenty-five Rotterdam notables. As result came an overwhelming negative assessment forward about the city of Rotterdam:

‘De vaakst genoemde redenen van het onbehagen met het centrum betroffen de ongezelligheid van de sfeer in de binnenstad: de onpersoonlijkheid, kaalheid, stijfheid, zakelijkheid van het uiterlijk, het algehele voorkomen van de binnenstad, de wijdheid van de straten, de lelijkheid, de plompheid en massiviteit van de gebouwen, de lege ruimten, de dode plekken en het gebrek aan intimiteit’

[The most frequently cited reasons for the discontent with the center were the uncomfortable nature of the atmosphere in the city, the impersonality, baldness, coldness, stiffness, the appearance of objectivity, the overall appearance of the city, the wideness of the streets, the ugliness, clumsiness and massiveness of the buildings, the empty spaces, the dead spots and the lack of intimacy] (Wentholt, 1968, pp.35-36).

This criticism about the atmosphere and appearance of the inner city is not reflected in the results of the survey. Because the variables atmosphere and appearance score very positive among all respondents. Run shoppers (15%, n=30) gave an average of 7,2 for atmosphere and a 7,1 for appearance. Goal shoppers (41%, n=82) gave an average of 6,9 for atmosphere and a 6,8 for appearance.

According to Bilsen et al. (2004) have run- and goal shoppers the expressed desire for parking facilities (Bilsen et al, 2004, pp.644). The parking supply in the inner city of Rotterdam scores not very high. Run shoppers gave an average of 6,2 and goal shoppers gave an average of 6,4 for the parking facilities in the inner city of Rotterdam.

**Rotterdam: nineties till now**

In 1987 by order of the Rotterdam city council were two papers (‘Vernieuwing van Rotterdam’ and ‘Nieuw Rotterdam’) published which are generally regarded as a turning point in the policy of the city. In both papers revives the vision of Rotterdam as a metropolis and there is a strong focus on the city image. A good design of public space and appealing architecture make Rotterdam as a city more attractive to live, work, recreate and to invest in. This is done by new projects, like the Koopgoot.

In 1996 was the Koopgoot realized in the form of an underground passageway. The Koopgoot connects the two main shopping streets of Rotterdam, namely the Lijnbaan and the Hoogstraat on the west- and eastside of the Coolsingel. This busy traffic route is a barrier for pedestrians. The pedestrian passage connects to subway station Beurs and gives direct access to the basement levels of the Bijenkorf, V&D and Hema. The Koopgoot was made to improve the quality of the shopping are in the inner city of Rotterdam. The Koopgoot was already referred in the ‘Basis plan’ of van Traa in 1946 (Kooijman, 1999, pp.158).

In the current situation offers the leisure sector the city great chances. Economically seen grows the leisure sector into the third pillar of the city, after mainport and business services. The leisure economy has developed to a sector with its own dynamic and is focused on the market of experiences. These experiences exist through themes and clusters. These themes have the purpose
to increase the experience of Rotterdam and to realize an urban identity. These themes can be typical ‘Rotterdam’ or ‘Metropolitan’ (OBR, 2005, pp. 7). The metropolitan themes are: ‘Culture- and festival city’, ‘City of sport’, ‘City of shopping’, ‘City of going out’ and ‘City history’. The typical ‘Rotterdam’ themes are: Harbor/water/maritime, Architecture/modern/international, Young/innovative, Multi-cultural and Film/audiovisual. Because there are different clusters in Rotterdam there is a shift in the supply of the inner city of Rotterdam. Most retail at the Lijnbaan and Hoogstraat today is clustered in the category of ‘Mode & Luxe’, quite different in comparison to the spread in the fifties and sixties. Theming combined with parking facilities will facilitate the new shopping behaviour of the experience society.

Rotterdam has 587,161 inhabitants at the beginning of 2009 and is therefore an attractive outlet for leisure suppliers and retailers. The number of visitors that is estimated for the whole shopping area is 560,000 visitors a week. Monday is the most quiet day of the week and Friday and Saturday are the busiest days of the week. Rotterdam has also different events and attractions that draws a lot of people to the city. In 2008 a total number of 3,645,000 people visited the events and a total number of 3,607,462 people visited the attractions in Rotterdam.

Fun shoppers and compulsive buyers do not know what they want but within the available shopping time they have to buy something. Therefore, they want to get as fast and efficient to the inner city of Rotterdam. Time plays hardly a role for fun shoppers (81.8%, n=72) and compulsive buyers (81.4%, n=35). Most fun shoppers (41%, n=36) and compulsive buyers (46.5%, n=20) go by car to the inner city of Rotterdam. They assessed the accessibility of the inner city of Rotterdam positive. Fun shoppers gave an average of 7.1 for accessibility and compulsive buyers gave an 7.2.

In the current situation, the retail supply is the most important crowd puller of the inner city. This is supported by the results of the survey. Run shoppers gave an average of 7.1, fun shoppers an average of 7.6, goal shoppers gave an average of 7.5, and compulsive buyers gave an average of 7.4. Most retail supply is located in the Lijnbaankwartier, clustered around the Beurstraverse and the Lijnbaan. This area has an upper regional service area and attracts a lot of visitors from outside Rotterdam. Next to shopping are there also diverse going out clusters in the area. The prominent going out areas are situated around the Stadhuisplein, the Kruiskade and the Schouwburgplein. These clusters form - together with the Delftsestraat - the prominent leisure areas in the inner city. These clusters attract visitors during the day and evening as well as by night and provide for livability in the inner city of Rotterdam.

The OBR (2004) studied the synergy effects between retail and leisure in Rotterdam. The research showed a large share of combination visits between visiting a terrace and fun shopping, and between dining and fun shopping. These results are partly supported by the results of the survey. Because it shows that most run shoppers (76.6%, n=23) and goal shoppers (58.5%, n=48) do not make combination visits. While most fun shoppers (77.3%, n=68) and compulsive buyers (72.1%, n=31) make combination visits. Most fun shoppers (51.1%, n=45) and compulsive buyers (53.5%, n=23) make combination visits between shopping and visiting a bar of restaurant. Part of this high level of synergy can be explained by the fact that most restaurants, bars and retail are located in the inner city of Rotterdam. The high level of combination visits means that the presence of restaurants and bars leads to a significant additional footfall for the retail function in the inner city of Rotterdam.

Regardless of the pleasure and excitement that people may or may not experience during shopping, there is a real sense in which buying goods can provide instrumental gains and act as an outward signal of achievement. This implies that the association between a person and certain goods can
indeed increase other’s perceptions of their social status and achievements. This would imply that the types of goods that compulsive buyers purchase are important (Coombs, 2004, pp.437-442). The majority of the compulsive buyers (79,1%, n=34) reported in the survey that they will buy something on the day of the interview. This percentage is not so high for fun shoppers (55,7%, n=49). Compulsive buyers seek identity through consumption and experience more extreme emotions, and they have greater positive mood shifts during buying than ordinary buyers (Coombs, 2004, pp.442). The majority of the compulsive buyers (81,4%, n=35) reported in the survey that after a purchase their state of mind changes in a positive direction. However, this is also the case for fun shoppers (83%, n=73). But less for run shoppers (63,3%, n=19) and goal shoppers (65,9%, n=54).

According to Bilsen et al. (2004) are fun shoppers and compulsive buyers sensitive to a more luxurious shopping atmosphere (Bilsen et al, 2004, pp.644). The atmosphere is assessed by fun shoppers with an average of 7,2 and by compulsive buyers with an average of 7,0.

**Similarities and differences**

Compulsive buyers show a lot of similarities with run-, fun- and goal shoppers. However there are also differences. The main differences and similarities are:

**Similarities**
- They all like to shop in the inner city of Rotterdam.
- They will remember often all shops they have visited.
- They come sometimes home with unplanned buyings.
- After they purchased something their state of mind changes in a positive direction.
- Most of them will visit the inner city of Rotterdam once a week.
- They find the retail supply the most attractive part of the inner city of Rotterdam.
- When they visit the inner city of Rotterdam they will buy something.
- They shop especially on the main shopping streets, like the Lijnbaan, Meent, and Hoogstraat.
- Most of them indicate that they do not miss any amenities in the inner city of Rotterdam.

**Differences**
- Most run- and goal shoppers are men and most fun shoppers and compulsive buyers are women.
- Time plays hardly a role for most fun shoppers and compulsive buyers. For most run- and goal shoppers it plays an important role.
- Most run-, fun and goal shoppers visit often the same shops. Compulsive buyers on the other hand visit only sometimes the same shops.
- Most run and goal shoppers do not make combination visits. While most fun shoppers and compulsive buyers make combination visits between shopping and visiting a dining or drinking amenity.
- Most goal shoppers and compulsive buyers visit the inner city of Rotterdam for shopping. While most run shoppers are here for grocery shopping and most fun shoppers are here for looking around and relaxing.
- Most run- and goal shoppers are clustered around the Lijnbaan and Hoogstraat while most fun shoppers and compulsive buyers also shop at the surrounding streets and therefore is the range of fun shoppers and compulsive buyers much larger.
Recommendations for further research

The first two recommendations focus on compulsive buying. The key factors that seem to motivate the shopping behavior for compulsive buyers are social uncertainty and mood enhancement. For further research I would recommend that the consumer’s mood and social uncertainty are more reflected in the questionnaire.

The third and last recommendation focuses on tracking the respondents movement by using a GPS device. GPS tracking offers a new layer which provides insight in processes and actual movement of people. In particular it adds an important temporal dimension to research in urban design primarily focusing on spatial patterns.
1 INTRODUCTION

1.1 Background

Globalization and European integration make the society and especially the economy of a city more and more international. Globalization has extended the competition between metropolises of the same or different nations (Law, 2007, pp.18-38). To stay ahead of competition, cities focus on developing regional or urban qualities and make strategic visions based on pillars like: economy and attractiveness of the city as location for organizations, investors and residents. The traditional competitor, the city further, is no longer the only threat. Competitors are sometimes even in other continents. The traditional approach of to advertise in international mediums, and offering tax advantages or cheap ground no longer work because more and more cities will do the same. (Gelder, 2003, pp.9).

To give resistance to this competition, cities are renovated and improved. To increase the attractiveness, special tourists attractions and architectural delights are built. To improve the accessibility of a city, more high-ways, train stations or airports are built or broadened. To insure the safety of the residents and tourists many cameras are placed in public space. Beside these physical- and tangible adaptations and improvements, is there also invested in the marketing and promotion of the city (Hoffman, 2003, pp.8).

The attractiveness of the inner city is highly important for the image of the entire city. The inner city determines the appearance, reputation and vitality of a city. In most cities the inner city is the city’s main shopping area (HBD, 2002, pp.18). With this in mind a lot of European cities began with a process of urban revitalization. Thereby is especially invested in the physical surroundings of a city, the so-called hardware. However cities became to realize that the software of a city (people, activities and the quality of the environment) become more important. Cities also realized that entertainment can be used in this urban revitalization process. This is because of the developments in the leisure-industry and the rise of the experience economy. These developments in the leisure-industry can be divided in the developments on the demand- and supply side. The developments on the demand side are: less free time (Broek, 2004, pp.12), increased car possession (Haan, 2003,pp.50) and the rise of the experience economy, authors like Pine and Gilmore, Maslow, Koolhaas and others analyzed the development of a new flexible consumerist culture in which anything is ‘shopped’ (Kooijman and Sierksma, 2007a, pp. 514). The developments on the supply side are: globalization (Law, 2007, pp.18-38). These developments have lead to an increased competition between organizations in different sectors. For the supply side it is important to be attractive, otherwise the consumer will go to the competitor. As a response many companies will cooperate with other sectors. There is scale enlargement and these new insights have lead to combination concepts of retail and entertainment. One of these concepts is the ‘Urban Entertainment Center’ (Urban Land Institute, 1998, pp.20).
1.2 Problem analysis

Indicated are the most important trends that cause competition between shopping areas in different inner cities. In the framework of a competitive environment an acceptable solution for all parties (organizations, investors and residents) needs to be found. This master thesis is focused on adding experiences to inner city shopping areas and how the modern consumer will behave during his shopping experience. The supposition hereby is that shopping areas with more distinguishing characteristics are better in state to survive the competition.

A shopping area can be a world of experiences by itself. An example of a shopping centre with a high value of experiences is the Mall of America. The Urban Land Institute formulated the term ‘urban entertainment centre’ for this shopping centre (Kooijman, 1999, pp.147-154). The main success of this type of shopping centre is the combination of the functions: entertainment, dining and retail. These functions will cause a trinity of synergy whereby consumers stay longer and eventually spend more money.

In the Netherlands there are no urban entertainment centre’s like the Mall of America. But you will find the combination of the functions: entertainment, dining and retail in Dutch inner cities. Especially the municipality of Rotterdam focuses on creating a dynamic and vital city with a varied offer of entertainment, dining and retail. The inner city of Rotterdam is the main stage for urban experiences (OBR, 2001, pp.42). In the future this main stage can be expand with Central District Rotterdam and Post Rotterdam Urban Destination. Central District Rotterdam exists out of Rotterdam CS and the surrounding area. The completion of this project is in 2014. Post Rotterdam Urban Destination is the former monumental post-office and is situated on the Coolsingel. This post-office will be development to an ‘House of lifestyle brands’ with a high concentration of luxuriously retail, a particular design hotel, restaurants and bars. The completion of this project is in 2013 (Post Rotterdam, 2009, pp.1-3).

In order to let consumers stay longer in the inner city of Rotterdam it is necessary to know how the consumer spends his ‘free-time’, because most developments in the leisure sector are influenced by this (Mommaas, 2000, pp.47). Everyone has 168 hours to spend a week. After deducting time for sleep, the average Dutch person is awake for about 110 hours a week, of which 3.3 hours a week is spent on shopping and doing groceries. However the average Dutch person has become decidedly more busier on average. The most common division of the enormous quantity and diversity of activities people engage in is the division into the three sections: obligatory-, personal- and leisure time. Obligatory time comprises activities conducted professionally, for study purposes or in the household. The personal time includes having meals (not going out for meals in leisure time), personal hygiene and sleep. The remaining time is the leisure time. Since 1985, time spend on obligations has increased by more than three hours per week. The increase in obligations is a consequence of increased work. Against the increasing pressure of obligations and the increasing competition for leisure time, shopping as a (leisure) activity has remained unchanged. This is partly because it is impossible to further cut down on daily groceries as a care task and partly because shopping continues to be an appealing leisure activity.

The boundary between shopping and other leisure activities has not become much clearer, for that matter. The shopping public is enticed with pretty décors and surroundings (Broek, 2004, 12-15). Also people have become more mobile in their leisure time, not only in the sense that their geographical range has become larger, but also in the sense that they go for a trip ‘every now and
then’ a little more often and easily exchange something for something better. In a way, a parade of passengers-by has appeared in leisure time, a flow that leisure suppliers seek to switch towards them with the promise of experiences (De Haan, 2003, pp.50-55).

Experiences were here always, but there is not always gave attention to it. But with the rise of the experience economy in the retail- and leisure sector this changed. These experiences become important because the consumer attaches value to the experience of a product or service. It is important that the consumer can remember the experience (Pine and Gilmore, 1999, pp.53).

In the last decade, leisure developments are becoming more and more part of the regular city-life of people. The government, municipalities and organizations give much priority to the livability of a city. The city is rediscovered as the engine of economical en political developments and as centre of leisure, consumption and culture (Mommaas, 2000, pp.102-113). According to Mommaas becomes the city a ‘playground ’ for people to shop, dine and go out in because leisure has itself developed to the most important function in the inner city. A dynamic inner city is important for the image of a city. And image is an essential marketing-instrument in the competition for organizations, investors and residents (Metz, 2002, pp.91).

1.3 Problem statement and research questions
The problem analysis makes it possible to formulate the problem statement. This problem statement exists out of an objective and an overview of the research questions.

Objective
The objective of this research is to gain more insight in experiences in inner city shopping areas and on how the modern consumer will behave during his shopping experience in the inner city of Rotterdam.

This objective is made operational by using a main research question:

**Main research question:**
How are shopping experiences embedded in the inner city of Rotterdam and how does it affect the shopping behaviour of the modern consumer?

Research questions
The main research question can subsequently be subdivided into several research questions. These questions can be classified into three classes, namely questions concerning:
(a) the theoretical framework;
(b) the practical research;
(c) the evaluation of research results.

(a) Questions concerning the theoretical framework:
- What is the experience economy?
- What are experiences and what is the effect of experiences?
- How are experiencing and experiences related?
- How can the theory about experiences be translated for Dutch inner city shopping areas?
- What is a shopping area with experiences?
(b) Questions concerning the practical research:
- What are the characteristics of the current leisure market in the inner city of Rotterdam?
- On which way play experiences a role in the inner city of Rotterdam?
- How fits the shopping behaviour of the modern consumer in the development of the inner city of Rotterdam?
- What are the wishes and needs of the modern consumer in the inner city of Rotterdam?

(c) the evaluation of research results:
- Is there a relationship between the theory about experiences and consumer behaviour with the empirical fieldwork of this study?
- What new insights have been attained by the research from a theoretical perspective?

1.4 Relevance
This master thesis is written in order to complete the Master track Real Estate & Housing of Delft University of Technology. This thesis focus on managing the build environment in a city. Its academic relevance lies in developing theories and knowledge to improve our understanding about shopping experiences. Its social relevance comes from the contribution to developing knowledge that can support decision makers in order to fit real estate with the needs of individuals, organizations, investors and society as a whole. Both the academic and social relevance of this thesis are outlined below.

Social relevance
This graduation report can make cities more aware of the importance of urban entertainment and shows opportunities to use the city’s retail portfolio to become a strong city where synergy between entertainment, dining and retail is created by knowing the characteristics of Urban Entertainment Centers.

Academic relevance
In the academic field some literature has been published concerning Urban Entertainment Centers in general and Urban Entertainment Centers in specific cities. However these publications have resulted in theories which can be applied on just that single city. Also (former) students of RE&H undertook research to Urban Entertainment Centers. For example Teschmacher (2002) did research to Urban Entertainment on Dutch HSL-stations. Martens (2004) tried to find out which functions are suitable for an Urban Entertainment Center in The Hague and Lam (2003) undertook research on how the inner city of Rotterdam can be development to an Urban Entertainment Center. Nevertheless there has been no research done to the characteristics of Urban Entertainment Centers in the Netherlands that contribute to the city and which can be implemented in the Dutch real estate market.

1.5 Theoretical starting points
As far as I know there is not a more earlier research in which is tried to research the characteristics of Urban Entertainment Centers in the Netherlands. There are, however, starting points with researches and literature that can support this research. This paragraph reflects which theories that are studied and are relevant for this research. There are theories about what experience economy is and how you can influence the behaviour of the consumer with that information. Especially Pine and Gilmore (1999) have given much attention to this. Besides the experience economy there is research done concerning Urban Entertainment Centers. The Urban Land Institute (1998) did a research about
the development of Urban Entertainment Centers. Within this research they perform research to the forces that have driving Urban Entertainment, what are Urban Entertainment Centers and where do they exist out of. Also they gave examples of Urban Entertainment Centers in America. Also there is research done concerning the behaviour of consumers. Van der Toorn-Vrijthoff et al. (1998) did a research to the future of the retail market 1995-2015. Within this research they perform also research to the consumer behaviour in relation with retail spending of consumers. Raaij (2002) performed also a research to the consumer behaviour. There is also research done to the leisure-developments in Dutch cities by Verstappen (2002) and the leisure-industry by Mommaas (2000). These are all necessary literature to use for the theoretical framework of this research. The theoretical starting points for the theoretical framework are:
- Experience society;
- Consumer behaviour;
- The inner city of Rotterdam (historical).

1.6 Conceptual model

This research demarcated itself to some variables which stand in relation with the entity (Urban Entertainment Centers) and the constant (Dutch inner cities) of the research. Below you can see the conceptual model of the research. The diamond-shape is the entity, the oval-shape is the constant and in the rectangles stand the variables (Verschuren, 2002, pp.142).

![Conceptual model of the research](image)

Figure 1.1: Conceptual model of the research

This model brings the Urban Entertainment Center in relation with three variables: trends in the market, consumers and with attractiveness factors. Every variable has several characteristics that will be researched during the theoretical and practical phase of this research.
1.7 Methodology

Research model
As described in paragraph 1.3, the research questions have been divided into three classes, namely questions concerning: (a) the theoretical framework, (b) the practical research and (c) the evaluation of the research results. These three classes shape the research design. After a broad exploration of the research field, the theoretical framework is drawn up based on literature and exploratory interviews. On the basis of this framework the practical research is subsequently conducted by means of a survey. The relationship between the various phases of the research process, as well as the positioning of the research questions within these phases, is schematically depicted in Figure 1.2.

![Research model diagram]

Data collection and analysis
The collection and analysis of research data is conducted during the practical research phase. As mentioned in the previous chapter, these questions need to be answered during this phase:
- What are the characteristics of the current leisure market in the inner city of Rotterdam?
- On which way play experiences a role in the inner city of Rotterdam?
- How does the shopping behaviour of the modern consumer fit in the development of the inner city of Rotterdam?
- What are the wishes and needs of the modern consumer in the inner city of Rotterdam?
According to Baarda and de Goede (2001) you can distinguish three types of studies: descriptive study, explorative study and testing study. This graduation study is placed in a descriptive and explorative study. This study will be theoretical as practical. The research entity of this study is the inner city of Rotterdam. The characteristics of the inner city will be measured in this study. The research population are the consumers that shop in the inner city of Rotterdam. To do a study a sample-framework is necessary. This is a list of all units of the population. Because the consumers that shop in the inner city of Rotterdam are not registered, a sample-framework is not available. Therefore are only the consumers that are present at the days of the survey approached for this study. The sample of a research is that part of the population that is approached for the research. A distinction can be made between random and select samples. By a random sample all research units are picked random, by a select sample are all research units clearly chosen. In this study the consumers that will used for the sample are picked random.

Survey structure
In order to assess the manner in which consumers behave during their shopping experience in the inner city of Rotterdam, information needs to be collected during the practical phase. From this collection of empirical data, the shop behaviour and the wishes and needs of the consumers need to be identified. For the collection of empirical data is chosen to do a survey. According to Baarda and de Goede (2001) a survey is when one wants to have information of/about many persons or objects and collect these with questionnaire lists (inquiries and interviews) or observations (i.e. behaviour control). Hereby has been exactly confessed what one wants to know. Data are collected concerning a large number, which is generally related to measuring, motives, attitudes, personal- and background characteristics. During this study an inquiry will be used.

The respondents will be approached at two locations, the Lijnbaan and the Hoogstraat, in the inner city of Rotterdam on two different days, Monday and Friday. Monday is the quietest day of the week and Friday the busiest day of the week.

Figure 1.3: Locations to approach respondents for the inquiry, left: Lijnbaan and right: Hoogstraat
The inquiry has been divided into three subjects: (a) shopping behaviour, (b) reason of visit and (c) assessment of the qualities of the inner city.

(a) Shopping behaviour
In this part of the inquiry the respondent has to fill in eight questions and give his opinion on two statements about his/her shopping behaviour. The reason to do both questions and statements is to increase the validity of the fieldwork. The focus lies on placing the consumer in the categories of: run-, fun-, goal shopper or compulsive buyer.

(b) Reason of visit
In this part of the inquiry the respondent has to fill in six questions about the reason why he/she is coming to the inner city of Rotterdam and how often he/she comes to the inner city of Rotterdam. Also the memory of the respondent is tested by asking them to draw on a map where there were the past 30 minutes and were they are going the coming 60 minutes. This is done in order to assess the theory of Pine and Gilmore (1999) about that when a consumer experience something the impression remains and the experience is memorable and personal.

(c) Qualities
In this part of the inquiry the respondent has to fill in five questions about his/her opinion about the locational-, functional- and physical qualities of the inner city of Rotterdam. Also the respondent has the opportunity to fill in what he/she misses in the inner city of Rotterdam.

1.8 Reader's guide
This report is divided into four sections. The structure is based on the (chronological) subsequent stages in the research process, see Figure 1.4. The first section, chapter one addresses the introduction of the research and the (main) research question(s) and is about the research methodology. The second section, covering chapter two, three and four, focuses on the theoretical framework and on the inner city of Rotterdam. Chapter three and four are written in a division into time. The third section, covering chapter five, is entirely about the survey (practical research). In this chapter the fieldwork is presented and analyzed using SPSS. In the last section of this report are the conclusions and recommendations presented.

Figure 1.4: Report structure based on the (chronological) subsequent stages of the research process
2 THEORETICAL FRAMEWORK: EXPERIENCES

2.1 Experience society
The experience society can be said to be a continuation of the service society. The emphasis now is placed on the experience dimension. According to Toffler (1970): ‘In situations of scarcity people are busy with fulfilling their first material necessities of life’. In the current thriving circumstances we adapt the economy on our new human necessities of life, that will come at another level. The system that is designed to fulfill our necessities of life, is rapidly changed in an economy that anticipates on the physical needs. That tendency that Toffler (1970) foresees is also mentioned by the German sociologist Gerhard Schulze. Schulze (1999) says that the sense of living is connected with experience. This is established by him as a result of the social shift from old communities like: belief, political preference and class to new communities with as base: experience, interests, values and hobby’s (Boswijk and Peelen, 2008, pp.2).

Pine and Gilmore (1999) set straight that the economy, historically seen, passed a couple of phases. They call this the progression of economic value. The progression of economic value starts with the four economic offerings: commodities, goods, services or experiences. If you take for example coffee. So depending on what a business does with it, coffee can be one of these economic offerings: commodity, good or service, with three distinct ranges of value customers attach to the offering. But if you serve that same coffee in a five-star restaurant or espresso bar, where the ordering, creation and consumption of the cup of coffee embodies a sense of theatre, than the consumer is willing to pay much more because of the experience will increase its value and therefore its price (Pine & Gilmore, 1999, pp.1).

Commodities
True commodities are materials extracted from the natural world: animal, mineral or vegetable. People raise them on the ground, dig for them under the ground or grow them in the ground. After slaughtering, mining or harvesting the commodity. After the companies process the commodity they transport it to the market. By definition commodities are fungible (they are what they are). Because commodities cannot be differentiated (Pine & Gilmore, 1999, pp.6).

Goods
Using commodities as their raw materials, companies make goods. Because manufacturing processes actually convert the raw materials in making a variety of goods, the prices are based on the costs of production as well as product differentiation. Although people have turned commodities into useful goods throughout history, the time-intensive means of extracting commodities and the high-cost methods of craft producing goods long prevented manufacturing from dominating the economy. This changed when companies standardize goods for economies of scale (Pine & Gilmore, 1999, pp.7-8).

Services
Services are intangible activities performed for a particular client. Service providers use goods to perform operations on a particular client. Clients generally value the benefits of services more highly than the goods required to provide them. For both goods and services is the internet the greatest force commoditization ever known to man. It eliminates much of the human element in traditional buying and selling. Its capability for friction-free transactions enables instant price comparisons across many sources. And its ability to quickly execute these transactions allows customers to benefit
from time as well as cost savings. In addition to such commoditization, service providers face a second trend unknown to goods manufactures: ‘disintermediation’ and a third trend ‘automation’. At this point we can conclude that: The Service Economy is peaking. A new, emerging economy is coming to the fore, one based on a distinct kind of economic output. Goods and services are no longer enough (Pine & Gilmore, 1999, pp.8-11).

**Experiences**

While commodities are fungible, goods tangible and services intangible. Experiences are memorable. Companies no longer offering goods or services alone but the resulting experience, rich with sensations, created within the customer. All prior economic offerings remain at arm length, outside the buyer, while experiences are personal. They actually occur within any individual who has been engaged on an emotional, physical, intellectual, or even spiritual level. The result is that people all have their own experience because each experience derives from the interaction between the staged event and the individual’s prior state of mind and being. Those companies which capture this economic value will not only earn a place in the hearts of consumers, they will also capture the money of the consumers.

![Figure 2.1: The Progression of Economic Value (Pine & Gilmore, 2000, pp.22)](image)

This figure shows that by customizing the economic offerings the value increases. By customizing a commodity into a good, customizing a good turns it into a service, customizing a service turns it into an experience (Pine & Gilmore, 2000, pp.20-24).

Pine and Gilmore (1999) describe the historical metamorphosis of commodities. The authors claim that the experience economy is of a very recent date. This remains to be seen. In 1962, the psychologist Maslow constructed his model of personal growth, an anthropology of stratifies motivation. Someone may achieve satisfaction on higher level, only if the lower, preceding level has been satisfactorily gratified. In 1977, the architect-theoretician Koolhaas predicted the rise of a new type of architectural experience. In skyscrapers each artificial level is treated as a virgin site to establish a private domain, a cumulation of bloated private realms, each with a different life style. Thus, much earlier than Pine and Gilmore indicate, Maslow and Koolhaas analyzed the development of a new, flexible consumerist culture in which anything is shopped (Kooijman & Sierksma, 2007a, pp.513-514).
Besides Maslow (1962), Koolhaas (1977) and Pine and Gilmore (1999), are there other authors that write about the experience economy. One of them is Jensen (1999). Jensen (1999) predicts a shift from attention for material things to emotional things. According to Jensen (1999) there will be a shift from information to imagination. He speaks in this context about a dream society, a society that search for stories behind the products instead of functions and advantages. Similar stories fulfill the need for emotional wealth in a society where material wealth is in abound.

Falk and Dierking (2000) emphasize that the experience of the customer is determined by the personal, social and physical environment. Every individual has a unique and personal context, because the individual will help with creating the experience. Falk and Dierking (2000) call this the personal agenda: a combination between expectations and intended advantages. Falk and dierking (2000) give no definition of the experience economy, but they contribute to the insight that every experience is created in an individual context and that the customer is partly responsible for the creation of an experience.

According to Nijs and Peters (2002) is it not enough to add only entertainment to an experience. The aim is to fascinate the customer, to pull attention, to give an impulse and to activate it. Nijs and Peters (2002) find the term ‘experience economy’ not suitable for this economical phase because it will to much associated with entertainment and theater. They speak of ‘affection economy’. According to Nijs and Peters (2002) goes the attention in an affection economy to the people and to find a connection with their personal value system.

Overlapping insights in the central role of emotion in the current and future market are in the vision of Piët (2003). Her opinion about the experience economy is that it is a substantial part of the current economy. According to Piët (2003) was the experience economy till now only associated with the fun industry. Piët (2003) defines the experience economy as: ‘All production and services that are focused on the emotional needs of people as a group, or as a person. Not as a by-product but as core activity’.

Schmitt (2005) describes in his book ‘Customer experience management, a revolutionary approach to connecting with your customers’ that Customer Experience Management the answer is to make contact with a customer. In the first chapter of his book he describes that all earlier methods that claim to be customer-orientated, but in actual fact not really were customer-orientated. He writes: the marketing concept appeared to be fundamentally engineering and logistic driven (Schmitt, 2005, pp.11). According to the model Customer Satisfaction, is an outcome oriented attitude deriving from customers who compare the performance of the product with the expectations of it. If the product is below customers’ expectations, they will be dissatisfied; if it is above expectations the customer will be satisfied. In the customer satisfaction framework, expectations and performance are viewed in purely functional, product-driven terms (Schmitt, 2005, pp.13). According to Schmitt (2005) should companies focus on customers.

Boswijk, Thijssen and Peelen (2008) distinguish two generations in the experience economy. The first generation: staging and experiencing and the second generation: co-creation. The cause of the rise of the first generation was the rise of internet, e-mail, sms, GSM, etc. People have more contact with each other and the border between work and personal become faint. Organizations anticipate on
this situation. The aim of the first generation was to create a personal and unique experience. The first generation of the experience economy found his expression in group attractions, retail concepts and events. According to Boswijk, Thijsen and Peelen (2005) is in the first generation of the experience economy the aim of organizations to create personal and unique experiences, the customer has hereby a passive role. The second generation: co-creation is focused on the individual and the social-cultural value what this individual pursuits. There is a shift from a supply-driven economy towards a demand-driven economy.

2.2 Experiences
An experience is a complex of emotions that are at the same time or successive (Boswijk, Thijsen and Peelen, 2008, pp.23). It is an immediately, relative isolated event with a complex of emotions that make an impression and represent a certain value for the person within the context of the specific situation. In this definition there is no direct relation with the economy.

There is an subtle difference between experiencing and experiences. Figure 2.2 shows the relation between experiences and experiencing.

![Figure 2.2: Relation between Experiences and experiencing (Boswijk, Thijsen and Peelen, 2008, pp.22)](image)

This figure shows that experiencing the sum is of the results of the underlying experiences. To gain insight in experiencing is not possible without insight in the experiences. Hereby it is important to have insight in the experiences because these can be influenced directly. In fact these experiences form the final experience of the consumer.

According to Pine and Gilmore (1999) has an experience a relation with the economy when it is divided in the four domains: entertainment, education, escape and estheticism. Within this four domains can individuals be engaged on a number of dimensions.
The first one on the horizontal axis corresponds to the level of guest participation. At one end of the spectrum lies passive participation, where customers do not directly affect or influence the performance. Customers will experience the event as pure observers. At the other end of the spectrum lies active participation, in which customers personally affect the performance or event that yield the experience. The second vertical dimension of experience describes the kind of connection or environmental relationship that unites customers with the event or performance. At one end of the this spectrum lies absorption, becoming physically a part of the experience. In other words, if the experience goes into the guest then he is absorbing the experience. For example by watching TV. If, on the other hand, the guest goes into the experience, as when playing a virtual reality game, then he is immersed in the experience. The coupling of these dimensions defines the four realms of an experience: entertainment, education, escape and estheticism. This are mutually compatible domains that often comingle to form uniquely personal encounters. The kind of experiences most people think of as entertainment occur when they passively absorb the experiences through their senses, as generally occurs when viewing a performance, listening to music, or reading for pleasure. But while many experiences entertain they are not all entertainment. As with entertainment experiences, with education experiences the guest absorbs the events unfolding before him. Unlike entertainment, education involves the active participation of the individual. To truly inform a person and increase his knowledge and skills, educational events must actively engage the mind or the body. Memorable encounters of the third kind, escapist experiences, involve much greater immersion than entertainment or education experiences. In fact they are the polar opposite of pure entertainment experiences. The guest is completely immersed in it, an actively involved participant. Examples of environments that are essentially escapist include them parks, casinos, or chat rooms. Guest participation in escapist experiences do not just embark from but also voyage to some specific place and activity worthy of their time.

The fourth and last experiential realm is the esthetic. In such experiences, individuals immerse themselves in an event or environment but themselves have little or no effect on it, leaving the environment essentially untouched. For example, at the rainforest café, diners find themselves in the midst of dense vegetation, rising mist, waterfalls and even startling lighting and thunder. They encounter live tropical birds and fish as well as artificial butterflies, spiders, gorillas and a baby crocodile. The rainforest café is not out to simulate the actual experience of being in a rainforest.
Rather it aims to stage an authentic and esthetic experience of the rainforest café (Pine & Gilmore, 1999, pp.29-38).

2.3 Experiences in Dutch shopping areas
According to Pine and Gilmore is it possible to add value to a product by adding an experience to the product. This also adds value to the distinguishing characteristic of the product. An important assumption of this master thesis is that this statement not only is for products but also for shopping areas. This assumption is also based on a lot of publications that say that image and experience of a shopping area is getting more and more important. A shopping area can be a world of experiences by itself. An example of a shopping centre with a high value of experiences is the Mall of America. Mall of America has a large ‘appearance’. It is 450.000 m² in Total. The leisure segment is 32% of the total retail floor area. The Urban Land Institute formulated the term ‘urban entertainment centre’ for this shopping centre (Kooijman, 1999, pp.147-154). The main success of this type of shopping centre is the combination of the functions: entertainment, dining and retail. These functions will cause a trinity of synergy whereby consumers stay longer and eventually spend more money.

In the previous paragraph you can see that there were four experience realms: entertainment, education, escape and estheticism. These four experience realms form the basis of experiences in shopping areas.

Entertainment in shopping areas
By this kind of experiences is it about the offering of experiences that will be absorbed by the visitors of the shopping area. The visitor plays no active role in the experience. Shopping areas pay a lot of attention to this kind of experiences. Retailers have to pay a fee for ‘communication’. Next to advertising a part of the budget is spend on for example live music, street theatre and other forms of entertainment in the public space. The objective of this kind of experiences to summon positive feelings by the consumer. The assumption by this is that consumers with a positive feeling will stay longer in the shopping area or will return to the shopping area sooner. This could lead to higher turnovers for the retailers.

Education in shopping areas
By educational experiences active participation of the consumer is needed. The chance that an educational experience actually will be a personal experience increases. On retail-level there are examples of educational experiences. For example Albert Heijn is offering cooking lessons and the Bijenkorf is offering autograph-sessions with famous authors (Kooijman, 2007b, pp.30) This kind of educational experiences increases the bounding between a certain shop and the consumer and maybe also the bounding between the consumer and the shopping area wherein the shop is located.

Escaping in shopping areas
Escapist experiences, involve much greater immersion than entertainment or education experiences. The guest is completely immersed in it, an actively involved participant. This kind of experiences can be good elaborated within shopping areas. An example of escapist experience is the ‘try and buy concept’. By the try and buy concept is it not only about the offering of products (buy), but it is also about the offering of an experience (try) from the retailer to the consumer. Before the consumer buys the product he can try the product. The tryout of the product is a stand-alone experience (Kooijman, 2007b, pp.33). For example in Daka-sport you can try a lot of products in the designate rooms. The consumer can football, golf, skate and more in the sports-store. The escapist experience
is formed by the fact that the consumer can sport. Just like with an educational experience is the bounding with the shop in the shopping area increased by this kind of experiences.

**Esthetic experiences in shopping areas**

In esthetic experiences, individuals immerse themselves in an environment but they leave the environment untouched. The translation to shopping areas is within this not easily to make. But the architecture of a shopping area can cause a positive feeling by the consumer. This is also for the design of the public space. This can cause an esthetic experience by consumers.

**2.4 Experience framework**

In the previous paragraphs is the theory about experiences translated for shopping areas. It is entirely clear that the theory about experiences can function as a starting point. The experience of a shopping area is determined by the adding of experiences. A shopping area that pays attention for experiences shall have a higher experience-value.

Pine and Gilmore (1999) give five principles for the creation of experience environments by using a concept. These five principles are based on experiences out of the Anglo-Saxon market. These five principles are:

1) Theme;
2) Harmony;
3) Bottlenecks (remove them);
4) Memory;
5) Involve all senses.

A short explanation follows below.

**1) Theme**

An important characteristic of an experience concept is the theme. Successfully theming an experience really lies in determining what will actually prove to be compelling and captivating. Five principles are paramount in developing such a theme:

- An engaging theme must alter a guest’s sense of reality;
- The richest venues affect the experience of time, space and matter;
- Engaging themes integrate space, time and matter into a cohesive, realistic whole;
- Strong themes create multiple places within a place;
- A theme should fit the character of the enterprise staging the experience.

The essence of theme is that the theme must drive all the design elements and staged events of the experience toward a unified storyline that wholly captivate the customer. (Pine and Gilmore, 1999, pp.46-52)

**2) Harmony**

While the theme forms the foundation of an experience, the experience must be rendered with indelible impressions. Impressions are the ‘take aways’ of the experience. Within a concept it is important that all variables are in harmony with each other. A smooth integration of a couple of impressions can influence the individual and makes that the theme is true (Pine and Gilmore, 1999, pp.52-55).
3) Bottlenecks (remove them)
Within an environment are always elements that can devalue the physical quality and through that also the experience. It are elements that not fit within the context of the theme. When not all elements are related with, in the worst case are conflicting with each other, the theme than can this lead to a reduction of the credibility of the theme. Therefore the negative cues must be eliminated (Pine and Gilmore, 1999, pp.55-56).

4) Memory
Visitors have always purchase certain goods primarily for the memories they convey. They purchase such memorabilia as tangible artifacts of the experiences they want to remember. The best known examples are that vacationers buy postcards to evoke treasured sights or they buy t-shirts of the city they have visited (Pine and Gilmore, 1999, pp.57-57).

5) Involve all senses
Senses put us in a state of consciousness of a part of the physical reality within our world. A lot of experience environments are based in visual impressions. Often not all senses are stimulated and this can devalue the experience. Observing is an active and at the same time passive process. This process leads to a form of meaning giving to the physical environment around us. The more sensory an experience is, the more memorable it will be (Pine and Gilmore, 1999, pp.59-60).

These five principles out of the first generation of the experience economy supply simple handles that can serve as a tool by which the physical experience environments can be tested. Boswijk, Thijssen and Peelen (2008) have added a sixth principle, namely: naturalness, one whole (Boswijk, Thijssen and Peelen, 2008, pp.119).

6) Naturalness, one whole
The whole must make a natural and authentic impression. The whole concept must give a feeling that the visitor is welcome, this means that the different elements instinctive must feel right (Boswijk, Thijssen and Peelen, 2008, pp.119). Authenticity is not clichéd in the sense that it is only about craftsmanship or history. Authenticity is about rediscovering. Ex and Lengkeek (1996) make a distinction between historic or a-historic authenticity. According to them is historic and a-historic authenticity about the question of the object in a historic way gets restored or not (Ex and Lengkeek, 1996, pp.38).

2.5 Conclusion
The theory around experiencing and experiences plays traditionally a role in the world of entertainment. After studying the theory about the experience economy, it turned out that the experience economy is not of a very recent date as the authors Pine and Gilmore (1999) claimed. Because in 1962, the psychologist Maslow constructed his model of personal growth, an anthropology of stratifies motivation. In 1977, the architect-theoretician Koolhaas predicted the rise of a new type of architectural experience. In skyscrapers each artificial level is treated as a virgin site to establish a private domain, a cumulation of bloated private realms, each with a different life style. Thus, much earlier than Pine and Gilmore indicate, Maslow and Koolhaas analyzed the development of a new, flexible consumerist culture in which anything is shopped. Besides Maslow (1962), Koolhaas (1977) and Pine and Gilmore (1999), are there other authors that write about the experience economy. Namely, Jensen (1999), Falk and Dierking (2000), Nijs and Peters (2002) Piët (2003), Schmitt (2005) and Boswijk and Peelen (2008).
Figure 2.4: Overview of the different authors and their visions about the experience economy

There is a subtle difference between experiencing and experiences. Experiences can be influenced directly while experiencing the sum is of the results of the underlying experiences. To gain insight in experiencing is not possible without insight in the experiences. According to Pine and Gilmore (1999) has an experience a relation with the economy when it is divided in the four domains: entertainment, education, escape and estheticism. This theory for shopping areas. The four experience realms of Pine and Gilmore can be used to improve the experiences in shopping areas. In the vision of Pine and Gilmore can experiences be improved by adding things that are not there yet. Within shopping areas these things can be for example: adding of products that encourage visitors to participate actively or things whereby the visitor plays an active role in the experience. The theory offers six principles of an experience concept. These principles can serve as a tool by which the physical experience environments can be tested and form the experience framework. This experience framework exist out of the following six principles: 1) Theme development; 2) Realize harmony; 3) Remove bottlenecks; 4) Create memories; 5) Involve all senses; 6) Guarantee naturalness.

<table>
<thead>
<tr>
<th>Year</th>
<th>Authors</th>
<th>Definition/focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1962</td>
<td>Maslow</td>
<td>Constructed a model of personal growth, an anthropology of stratifies motivation.</td>
</tr>
<tr>
<td>1977</td>
<td>Koolhaas</td>
<td>Predicted the rise of a new type of architectural experience.</td>
</tr>
<tr>
<td>1999</td>
<td>Pine and Gilmore</td>
<td>Emphasize on the growth in value by adding an experience by a product or service.</td>
</tr>
<tr>
<td>1999</td>
<td>Jenssen</td>
<td>Predicts a shift from attention for material things to emotional things.</td>
</tr>
<tr>
<td>2000</td>
<td>Falk and Dierking</td>
<td>Give no definition of the experience economy, but they contribute to the insight that every experience is created in an individual context and that the customer is partly responsible for the creation of an experience.</td>
</tr>
<tr>
<td>2002</td>
<td>Nijis and Peters</td>
<td>Goes the attention in an ‘affection economy’ to the people and to find a connection with their personal value system.</td>
</tr>
<tr>
<td>2003</td>
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<td>Defines the experience economy as: ‘All production and services that are focused on the emotional needs of people as a group, or as a person. Not as a by-product but as core activity’.</td>
</tr>
<tr>
<td>2008</td>
<td>Boswijk, Tijissen and Peelen</td>
<td>In the first generation of the experience economy the aim of organizations to create personal and unique experiences, the customer has hereby a passive role. The second generation: co-creation is focused on the individual and the social-cultural value what this individual pursuits.</td>
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</table>
3 ROTTERDAM: FIFTIES AND SIXTIES

3.1 History as starting point
Rotterdam was originally a fishing village, called Rotta. In 1164 there was a flood and the whole village was swept away, because of a lack of dikes. After they build dikes, around 1250, the inhabitants returned to the fishing village. The inhabitants locate themselves around a dam in a river called ‘the Rotte’. So become a fishing village called ‘Rotta’ on the name ‘Rotterdam’. Slowly the small fishing village grew up to a city. But it took a long time before Rotterdam gets city privileges. At June 1340 the city privileges are granted by Willem IV of Holland. This was much later than Amsterdam, Utrecht or Delft. In the fifteenth-century the Laurenskerk was built, this was the only building in the city made out of brick. Rotterdam wanted to compete with larger, surrounding cities.

End of the sixteenth-century let a Grand Pensionary, Johan van Oldenbarneveldt, expand the harbor. Around 1600 Rotterdam can be labeled as a large harbor. This was also necessary because a large amount of Europeans had a desire to more and more products out of Indonesia, such as pepper, nutmeg and clove. The trade with Indonesia was since 1602 in hands of the Verenigde Oost-Indische Companie (VOC). In Rotterdam was an office building of the VOC. More and more ships from Indonesia came to Rotterdam. At the end of the seventeenth-century Rotterdam had approximately 50,000 inhabitants. Till the beginning of the nineteenth-century was the area to the west of the Coolingsel characterized by a rural avenue-landscape. The avenues were from South to North, between the Kruiskade, the Binnenweg and the Westzeedijk, with ditches that run parallel. The process of urbanization of the area started in 1939 and 1880. After first the open rural area slowly was taking over by business activities, were the business activities taking over by dwellings. On this manner the old Lijnbaan disappeared.

Rotterdam has a relatively young inner city. The past seventy years were in the sign of the reconstruction of the inner city. Also the inner city has made a shift to the west in time.

![Figure 3.1: Shift from the inner city of Rotterdam to the west (OBR, 2006, pp.19)](image)

In these sixty years is the shopping behaviour of the consumer changed. The modern consumer is in search of experiences in all inner cities of the Netherlands. Rotterdam is herein no exception. In order to understand the modern consumer in the inner city of Rotterdam. It is important to know how Rotterdam is reconstructed after the bombardment, because this ‘Basis plan’ forms the basis of the current inner city of Rotterdam.

3.2 The post-war reconstruction
On the 14th of May 1940, during World War 2, the city was bombed by the German Luftwaffe. A large part of the inner city was buried under the rubble. After the war the inhabitants started with rebuilding the city (Duermeijer, 2000, pp.87). The day after de bombardment gave the
‘Ortskommandant’ of the German army orders to mayor P.J. Oud to remove the rubbish in the inner city of Rotterdam. The reason for this was that the troops of the German army cannot move freely through the inner city. The rubbish in the inner city has to be removed (Roelofz, 1989, pp.16). W.G. Witteveen, director of the Municipal Technical Services, has the task to remove the rubbish in the inner city. In the first week there worked approximately 32,000 people within the fire-border. A lot of buildings were slightly damaged, but these buildings had also a great symbolic and historical value. The ‘building police’ made a list of 144 buildings that could be saved. But the major of Rotterdam wanted only a couple of buildings to be preserved, in example: the Delftse Poort, the Schielandshuis and the St. Laurenskerk (Bosma, 1988, pp.23-27).

The eventual continued existence of the historical context was seen as an obstacle for the reconstruction of the city. First there was decided to preserve a handful of buildings. In that way could the rubbish be integral removed and there is emptiness created. The creation of a physical emptiness was not enough. Also the cadastral city of ownership and destination must be removed. On 24th of May 1940 was the whole inner city of Rotterdam expropriated by the Government-commissioner. After this juridical measure could the city easily changed into a vast plain, free of spatial or administrative provisions (Lantermans, 1955, pp.55-83).

Directly after the bombardment started W.G. Witteveen, who was for the urban developments in Rotterdam for almost fifteen years, with making a reconstruction plan for the city of Rotterdam. In 1943 he gets reproached by several entrepreneurs and inhabitants of Rotterdam, they claim that he will not listen and that he is not sensitive for changes in his plans. In 1944 H.G. Witteveen is forced to resign and a new city architect, C. van Traa, takes his tasks over (Roelofsz, 1989, pp.136). The plan for the reconstruction of Rotterdam was presented in 1946 by C. van Traa. His plan was not as the plan of Witteveen about the reconstruction of the traditional city of Rotterdam, but more about building a new city with new architecture for a modern, economical and prosperous city.
The main characteristic of his plan were the division of the city in districts with their own destination, clearly separated by lines (the streets). In the vision of Van Traa was the inner city of Rotterdam a ‘new’ city, focused on offices, retail and entertainment. Living and industry are placed on the edge of the city. The dwellings were planned in spacious, green districts. This idea resulted in a sparse population in the inner city. In this ‘new’ city were there various functions like: shopping, working, recreation and living clustered per destination. The ‘retail city’ with retail, entertainment and dining was placed around the Lijnbaan and the Laurenskwartier. The cultural services were placed by the Schouwburgplein. These areas were separated from each other by wide streets. An important objective of the ‘Basis plan’ was scale-enlargement. Rotterdam must offer space for large buildings blocks that were placed next to wide boulevards. The traffic circulation system was one of the main pillars of the ‘Basis plan’. Rotterdam has to be good accessible by lorries, but their must also be enough space for pedestrians. Also in the traffic was a clear division: pedestrians and cars, expedition and remaining traffic were separated. This has lead to the introduction of new traffic typologies like the expedition streets, inner courts and pedestrian areas (OBR, 2006, pp.17-19).

3.3 A new shopping centre design

In 1953 was in Rotterdam the ‘Lijnbaan’ established. The Lijnbaan is an ensemble of retail, housing and public space, designed by Van den Broek & Bakema. The name Lijnbaan originates from a long and small street to the west of the Coolsingel where people made ropes, but which is swept out due the bombardment (Lantermans, 1955, pp.55). The design of the Lijnbaan is a result of a long process that was started during the war. In 1946 published Van den Broek the outcomes of a study wherein he the city-block, as mentioned in the ‘Basis plan’ for the reconstruction of the new centre, analyzed and the parts pull out from each other. The Basic-plan-block was a variation on the classical closed city-block with on ground level the retail and on top of that offices and dwellings, with on two sides gates to the enclosed terrain. The architect Van den Broek criticized this and studied for an alternative. The alternative was a building-mass with offices and dwellings separately from the retail, in volumes next to the retail blocks. The concept consist of a shopping street for pedestrians with behind that expedition streets with along that blocks of houses with on the first floor offices. This design also comes from the problem that the retailers did not wanted to invest large amounts of money in the construction of retail with dwellings on top. The retailers did not have the money to invest. So originates the idea of a multi-tenant building, like the Groothandelgebouw designed by Maaskant & Van Tijen which was established in 1951. The plan of Van den Broek and Bakema gained a lot of enthusiasm from the retailers.

The ‘Basis plan’ has been revised for the area were the Lijnbaan was planned. When in 1951 the bureau of Van den Broek and Bakema officially the assignment received for the design of the new shopping centre for 64 retailers was the urban design already made. The realization of the urban design happened in two phases. The first phase between the Kruiskade and the Aert van Nesstraat exist out of an north-south axe with squared to it the Korte Lijnbaan, that lead to the Schouwburgplein. This east-west axe is after the crossing with the Lijnbaan broadened to form the Stadhuisplein. During the second phase, after the demolition of the Coolsingelziekenhuis in 1966, was the Lijnbaan in southern direction extended till the Binnenwegplein and integrated with the department stores of De Klerk and Termeulen, both designed by Van den Broek and Bakema (CRIMSON, 2004, pp.21-22).
New developments in salesmanship of retail have also contributed to the development of the Lijnbaan-concept. In America had Van den Broek seen how the architecture was brought more and more to perfection in the facilitating of the sales. The urban design of the Lijnbaan fitted seamless by these new insights. By releasing the consumer from mobile traffic, he can focus on the retail and its merchandise and he can move freely from one side to the other side of the street. The pedestrian precinct is made extra wide (12 till 18 meter) because than there is space for embellishment (in the form of threes, flower boxes and visual art) and for extra program, like terraces and seats. The street was through that a place to stay instead of an arterial road. By this the consumer is invited to stroll longer and the chance of that the consumer will buy something increases. In the architecture is this idea carried out by making the facades of glass, by which the border between inside and outside is as much as possible is removed (CRIMSON, 2004, pp.24).

In the fifties and sixties the shops were scattered around the inner city of Rotterdam, as you can see in figure 3.4. I would expect that in the fifties and sixties a lot of consumers would make impulse purchases.

Figure 3.4: Left: location of the Lijnbaan, Bijenkorf and other stores in 1958. Right: atmosphere impression in ‘50’s and ‘60’s (RACM, 2008, pp.5 & 9).
The Lijnbaan and the Groothandelsgebouw were symbols of the resurrection of a new and modern Rotterdam. The Lijnbaan was in 1953 for divers reasons a remarkable complex. Firstly because of the European debut of the American retail-walking street, secondly because of the modern design at area- and building level and thirdly because of the fact that it was one of the first large ensembles of the inner city of Rotterdam. The Lijnbaan was in innumerable publications about the reconstruction of Rotterdam presented as the result of the work-mentality of the retailers, urban developers and project developers from Rotterdam. Together they have, in difficult economical circumstances, constructed a new inner city for Rotterdam. The Lijnbaan was now a product of the urban culture of Rotterdam, which came stronger out of the war (Lantermans, 1955, pp.55-83). In the 1950s, at the time of its design and development, the Lijnbaan was still considered a ‘buying centre’. Ten years later, the Lijnbaan had become a ‘shopping centre’. Atmosphere, imagination and impulse purchases instead of purposefully buying groceries became important (Kooijman, 1999, pp.158).

3.4 Criticism
In the second half of the sixties began among residents and city government dissatisfaction to arise over the urban environment. Rotterdam was considered by many cheerless and there was little urban liveliness. This image of the city among visitors and residents was the focus of the event C70. C70 was the fourth large scaled post-war manifestation that was organized by the municipality of Rotterdam. The former manifestations were tributes to the technique and the reconstruction. C70 is an attempt to help Rotterdam to get a better image (Ulzen, 2007, pp.67). According to van Ulzen (2007) was C70 a success because it would increase the livability of the inner city.

The negative image of Rotterdam as too large and uninviting city, was already raised two years before C70 in a research written by social psychologist Prof. R. Wenthol, titled "The inner city experience and Rotterdam. Wentholt bases his study on a sample survey under one hundred locals, and a series of interviews with twenty-five Rotterdam notables. In both sets of interview came an overwhelming negative assessment forward about the city of Rotterdam. The terms with which this negative verdict was pronounced, are more or less the same as in the publicity surrounding C70:

‘De vaakst genoemde redenen van het onbehagen met het centrum betroffen de ongezelligheid van de sfeer in de binnenstad: de onpersoonlijkheid, kaalheid, stijfheid, zakelijkheid van het uiterlijk, het algehele voorkomen van de binnenstad, de wijdheid van de straten, de lelijkheid, de plompeheid en massiviteit van de gebouwen, de lege ruimten, de dode plekken en het gebrek aan intimiteit’.

"The most frequently cited reasons for the discontent with the center were the uncomfortable nature of the atmosphere in the city, the impersonality, baldness, coldness, stiffness, the appearance of objectivity, the overall appearance of the city, the wideness of the streets, the ugliness, clumsiness and massiveness of the buildings, the empty spaces, the dead spots, lack of intimacy (Wentholt, 1968, pp.35-36)."
4 ROTTERDAM: NINETIES TILL NOW

In 1987 by order of the Rotterdam city council were two papers published which are generally regarded as a turning point in the policy approach of the city. These papers are: ‘Vernieuwing van Rotterdam’ and ‘Nieuw Rotterdam’. In both papers revives the vision of Rotterdam as a metropolis and there is a conscious break with the ideal ‘small-scale’ since C70 had dominated local politics. Both papers stressed the need to build on new global developments. The harbor must transform into a high-tech logistics hub and the center of the city has to meet the growth in business services. Changeover from product orientation to service delivery was seen as a solution to the high unemployment in Rotterdam.

To take advantage of growth in business services, which especially banks, insurance companies and company headquarters encompassed was it necessary to make the inner city more attractive. (Wiardi Beckman Stichting, 1988, pp.29-43).

4.1 Experience-design

An experience-design has the intention to create a goal-orientated atmosphere by encountering the consumer emotional in the environment, so that the shopping is going automatically. A good example of an experience-design in the inner city of Rotterdam is the Koopgoot. The idea was to create a shopping centre where you can find everything that is also in the inner city. The promenade has a varied retail supply existing out of retail and entertainment, and is good located. Directly under the promenade is a subway station situated. The Koopgoot was already referred in 1946 and was realized in the form of an underground passageway in 1996. The shopping centre was to be a shopping area for pedestrians with shops on both sides. The shopping area was separated from other traffic. Access roads for deliveries were realized at the back of the shops. For economic reasons, the retail function and the residential function were disconnected; in case of stacking functions (Kooijman, 1999, pp.158).

The objective of the municipality of Rotterdam was to improve the retail supply in the inner city both qualitative as quantitative and to strengthen the municipal and regional pullers-function in the inner city. The Hema is the only department store that has changed the interior and made it fit with the total design of the mall. The design of the mall gives a Parisian appearance or a 24-hours feeling. Public space and private space are integrated with each other (Deursen, 2001, pp.67-75).

Figure 4.1: The Koopgoot in 2008. (Photo by: Alvaro de Campos)
4.2 Current leisure market

The leisure sector offers the city great chances. Culture, sport, entertainment, recreation, shopping and going out stipulate the quality and identity of Rotterdam. Economically seen grows the leisure sector into the third pillar of the city, after mainport and business services. The leisure economy develops to a sector with its own dynamic and is focused on the market of experiences. This requires large investments that influence the urban space (OBR, 2001, pp.5)

The leisure activities are not only strongly grown, but also changed of character. The experience value of leisure activities are getting more important and are meanwhile from great interest for the success of a theater, sport accommodation, museum or attraction. These leisure activities have a great sphere, are from high quality and approach there visitors not as a user but as a quest, and give not a service but an experience. These experiences exist through themes and clusters. The theme is the coherent story where in the quest plays the main role. The cluster is the stage where on the experience is completed (OBR, 2001, pp.8)

Themes and clusters

The municipality of Rotterdam wants that the city will be further developed as a leisure city. Thereby set the city in on a couple of particular locations. For these locations are themes formulated. These themes have the purpose to increase the experience of Rotterdam and to realize an urban identity. Hereby is the city more attractive for inhabitants, visitors and organizations. These themes can be typical ‘Rotterdam’ or ‘Metropolitan’ (OBR, 2005, pp.7). The metropolitan themes are: Culture- and festival city, City of sport, City of shopping, City of going out, City history. The typical ‘Rotterdam’ themes are:

- Harbor/water/maritime
  Actual the most obvious theme. But through the separation of the hard side (large-scaled industry) and the soft side (maritime history) in the inner city of Rotterdam not so obvious anymore as in the earlier days. This soft side is to little visible in the inner city of Rotterdam.

- Architecture/modern/international
  A distinguishing quality in the Netherlands, by which Rotterdam is building an own profile. This asks high demands of urbanism and architecture but also for the organization of public space.

- Young/innovative
  Rotterdam can be seen as youthful in many ways: urban, cultural demographic.

- Multi cultural
  A quality of Rotterdam that is still underdeveloped. Recognizable concentrations of other cultures can lead to curiosity.

- Film/audiovisual
  This theme is in development (Lloydpiere, Filmfonds, Filmsfestival) but has a large potential for creating experiences with a strong profile, future-orientated and has economical potentiens (OBR, 2001, pp.40).

In the leisure policy of the municipality of Rotterdam is written that it is import to increase the experience value. The experience value can be increased by using the typical ‘Rotterdam’ themes.
This themes are in contrast with the ‘Metropolitan’ themes. Typical Rotterdam themes belong to the unique character of the city. Focusing on these themes can make experiences in Rotterdam unique in comparison with other cities. The experiences exist out of the themes above. These themes can be seen as the substantive and coherent story in which the visitor gains his experience. Clusters are the areas wherein the experience takes place. According to the municipality of Rotterdam is the inner city the concentration point of urban experiences. Within this cluster it is important that it attracts future inhabitants and visitors (OBR, 2001, pp.23).

**Inhabitants**

Rotterdam is an attractive outlet for leisure suppliers because it has 587,161 inhabitants at the beginning of 2009. In the inhabitant prognosis 2010-2025 is expected that the amount of inhabitants will grow with 3,000 till 4,000 inhabitants per year. The general expectation is that there will be 602,000 inhabitants in 2020 and 610,000 in 2025.

![Figure 4.2: Development of the inhabitants of Rotterdam till 2025 (COS, 2009, pp.5)](image)

This prognosis is based on the trends from the past and on the expectations for the future. The future expectations are based on different sources, like the CBS, Stadsvisie Rotterdam and dS+V. More starters and young professionals choose to live in Rotterdam. Therefore during the prognosis period the amount of baby’s, toddlers and pre-schoolers stays constant. At the same time is there a proportional rise in the ageing population. This is called the ‘cohort-effect’, which has on national level a greater impact than in Rotterdam.

![Figure 4.3: Development of the composition of the population in Rotterdam (left) and the Netherlands (right) (COS,2009, pp.6)](image)
Visitors

Once every two years is a passers-by counting conducted by Locatus in the inner city of Rotterdam. On the figure below you can see the intensities on road segments on the counting day, September the 27th between 10.00 and 17.00 hour. On a couple of road segments, like the Lijnbaan, Beursplein, Hoogstraat and the Crispinistraat are based on the counting of Locatus 40.000 till 60.000 passers-by counted. Where there is no line on the map, no counting has conducted.

Figure 4.4: Intensity of passers-by on September the 27th between 10.00 and 17.00 hour (Locatus B.V. in COS, 2009a, pp.38)

Next to the intensities per road segment are based on the passers-by counting also the number of visitors calculated per day. These number of visitors are reduced from the number of passengers-by that are registered at the four busiest points in the shopping area. The number of visitors that is estimated for the whole shopping area is 560.000 visitors a week. This a light rise in comparison with
2006 (528.000) and 2004 (544.000). In 2008 is it on most days busier than in 2006, only Sunday is an exception on this. Monday is the most quiet day of the week and Friday and Saturday are the busiest days of the week (COS, 2009a, pp.38-39).

In the city research of CVO was the touristic day-visit by people from the Netherlands that do not live in Rotterdam. In 2005, 3.088.000 people visited Rotterdam. The total number of visits was 10.878.000. The average visit-frequency is 3.5. In 62% of the visits was the car the most used transportation. Followed by the train (19%), regional transport (13%), by bike (2%) and other ways of transport (4%). During the day-visit is shopping for fun (63%) the most undertaken action. Followed by dining (27%), sit on a terrace (17%), visit to an attraction (17%) and visit of a cinema (12%). The average spending during this visit is € 45,- per person per visit. An explanation for this can be that the visit-motive in most cases is ‘fun shopping’ (NBTC, 2006, pp.3-6).

Rotterdam has different events and attractions that attract a lot of people to the city. In 2008 a total number of 3.645.000 people visited the events in Rotterdam. In the table below you can see the number of visitors that visit the different events in Rotterdam.

<table>
<thead>
<tr>
<th>Event</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marathon Rotterdam</td>
<td>825.000</td>
<td>850.000</td>
<td>900.000</td>
<td>900.000</td>
</tr>
<tr>
<td>Zomercarnaval</td>
<td>700.000</td>
<td>700.000</td>
<td>700.000</td>
<td>900.000</td>
</tr>
<tr>
<td>Wereldhaven festival</td>
<td>400.000</td>
<td>350.000</td>
<td>450.000</td>
<td>325.000</td>
</tr>
<tr>
<td>Internationaal Filmfestival Rotterdam</td>
<td>x</td>
<td>x</td>
<td>367.000</td>
<td>x</td>
</tr>
<tr>
<td>FFWD Heineken Dance Parade</td>
<td>375.000</td>
<td>160.000</td>
<td>200.000</td>
<td>500.000</td>
</tr>
<tr>
<td>Dunya festival</td>
<td>180.000</td>
<td>220.000</td>
<td>220.000</td>
<td>220.000</td>
</tr>
<tr>
<td>Rotterdams straatfestival</td>
<td>150.000</td>
<td>50.000</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Metropolis</td>
<td>70.000</td>
<td>70.000</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>CHIO</td>
<td>42.000</td>
<td>41.000</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

Table 4.1: Number of visitors that visit events (COS, 2009b, pp.66). X=Event was not in that year
The attractions in Rotterdam attract in 2008 a total number of 3,607,462 visitors. In the figure below you can see the number of visitors that visit the different attractions in 2008 in Rotterdam.

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Number of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diergaarde blijdorp</td>
<td>1,608,325</td>
</tr>
<tr>
<td>Holland casino Rotterdam</td>
<td>865,000</td>
</tr>
<tr>
<td>Spido</td>
<td>409,123</td>
</tr>
<tr>
<td>Euromast</td>
<td>251,000</td>
</tr>
<tr>
<td>Plaswijckpark</td>
<td>208,854</td>
</tr>
<tr>
<td>Railz miniworld</td>
<td>61,000</td>
</tr>
<tr>
<td>Het keringhuis</td>
<td>60,717</td>
</tr>
<tr>
<td>Arboretum Trompenburg</td>
<td>52,653</td>
</tr>
<tr>
<td>City Informatiecentrum</td>
<td>45,790</td>
</tr>
<tr>
<td>Pannekoekenboot</td>
<td>45,000</td>
</tr>
</tbody>
</table>

Table 4.2: Number of visitors that visit attractions (COS, 2009b, pp.67)

In 2005 a total number of 219,000 domestic tourists spend the night in a hotel in Rotterdam. The number of nights they booked in total was 335,000 in 2005. In 2005 a total number of 302,000 foreign tourists booked a night in a hotel in Rotterdam. The number of nights they booked was 554,000 in 2005. Most foreign tourists (20%) came from the United Kingdom (NBTC, 2006, pp.9-11).

4.3 Current situation
As we can see in the paragraph above, Rotterdam is getting better as a leisure city. The city has made an import grow, but further development of the leisure market is very important for the city. The city of Rotterdam has to offer the visitors more than only festivals and attractions to seduce them for a visit more than one day or a visit in the future. This is seen by the number of tourists that booked a hotel for more than one night not occurred. For this purpose is the experience of the city, with all his services needed, in which the inner city of Rotterdam plays a crucial role. The inner city of Rotterdam exist out of the following sub-areas: the Lijnbaankwartier and the Laurenskwartier.

Figure 4.6: Rotterdam divided into sub-areas

![Map of Rotterdam sub-areas](image)
Livability
In order to know where the city has to offer something to the consumer, it is important to know what the accessibility is of the plinths in the shopping area in the afternoon and in the evening. During daytime is there in the inner city a lot to do. By the large amount of retail, entertainment, dining and public facilities is the accessible space large. On a couple of important locations are there holes, like on the route from the central station towards the inner city and the Aert van Nesstraat. During the evening these holes getting bigger and the livability in the inner city decreases. The most plinth-functions exist out of retail and these are closed in the evening. Only in the northern part of the inner city, Kruiskade, the Stadhuisplein and the Schouwburgplein, is a large amount of the buildings accessible for the public. Here are a lot of bars, theatres, restaurants and clubs.

Shopping
In the inner city of Rotterdam is a quarter of the total Rotterdam retail supply. Approximately 1.000 shops with an average shop floor area of 213 m². Most retail supply is located in the Lijnbaankwartier, clustered around the Beurstraverse and the Lijnbaan. The lijnbaankwartier is, based on sales figures, a very good performing shopping area. This area has an upper regional service area and attracts a lot of visitors from outside Rotterdam. The large-scale of the retail supply is characterized for the inner city of Rotterdam. The total amount of shop floor area in the inner city is almost as large as in Amsterdam and larger than in The Hague and Utrecht. The amount of retail is however lower. Because of this is the inner city less varied in the total retail supply than in other large cities.

The bombardment and the reconstruction following the ‘Basis plan’ of Van Traa have caused that an intricate pedestrian network is missing. Where in historical inner cities the main streets with the large retail stores link up perfectly with the other streets with a more varied retail supply is that in Rotterdam not the case. An intricate retail-circuit is missing in Rotterdam. The streets with the specific retail supply are outside the inner city and the connection is missing. The last couple of years is there nevertheless a shift towards the reconstructed inner city. The Oude Binnenweg, Van Oldenbarneveltstraat and Karel Doormanstraat are getting more and more the character of high-quality shopping streets by which the distance between the mass-shopping and small-scaled shopping is getting smaller.

There are diverse sorts of retail in the inner city of Rotterdam and most of them are clustered. For example the Bijenkorf and the V&D are in the group of ‘Mode & Luxe’, Perry Sport and Donner Selekyx are in the group of ‘Vrije tijd’, the ABN Ambro bank is in the group of ‘Diensten/services’ and the Albert Heijn supermarket is in the group of ‘Dagelijks/daily’. For a complete overview of all sorts of retail in the inner city of Rotterdam, see Figure 4.7.
Going out
The retail function is the most important crowd puller of the inner city. But next to shopping area there also diverse going out clusters in the area. The prominent going out areas are situated around the Stadhuisplein, the Kruiskade and the Schouwburgplein. These clusters form together with the Delftsestraat the prominent going out areas in the inner city.

According to the countings of Gehl Architects has the inner city of Rotterdam 1.520 seats on public benches and 6.300 seats on outdoor cafe chairs. These numbers are comparable with cities like: Stockholm, Copenhagen and Melbourne.
The Schouwburgplein is together with the Schouwburg, De Doelen and the Pathé cinema the cultural crowd puller of the inner city. The Pathé cinema is the best visited attraction in the inner city with 1,8 million visitors a year. Around the Schouwburgplein increase the number of services in the hotel and catering industry and these fulfill a roll for the visitors of the cultural facilities as for the shopping public. The Stadhuisplein is a good functioned square in the inner city that attracts visitors during the day and evening as well as by night and provide for livability in the inner city of Rotterdam.

<table>
<thead>
<tr>
<th>Hotel and catering industry, total:</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cafe/bar</td>
<td>588</td>
<td>572</td>
<td>558</td>
<td>540</td>
</tr>
<tr>
<td>Discotheque/club</td>
<td>16</td>
<td>16</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Coffeeshop</td>
<td>98</td>
<td>98</td>
<td>97</td>
<td>103</td>
</tr>
<tr>
<td>Kiosk</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Bar at sportaccommodation</td>
<td>48</td>
<td>46</td>
<td>47</td>
<td>48</td>
</tr>
<tr>
<td>Bar at recreation company</td>
<td>19</td>
<td>18</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Ice-cream parlour</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Snack bar</td>
<td>221</td>
<td>211</td>
<td>210</td>
<td>205</td>
</tr>
<tr>
<td>Fast food restaurant</td>
<td>26</td>
<td>25</td>
<td>24</td>
<td>28</td>
</tr>
<tr>
<td>Shoarma restaurant</td>
<td>67</td>
<td>67</td>
<td>69</td>
<td>64</td>
</tr>
<tr>
<td>Lunchroom</td>
<td>87</td>
<td>93</td>
<td>98</td>
<td>102</td>
</tr>
<tr>
<td>Hotel sector, Total:</td>
<td>65</td>
<td>58</td>
<td>59</td>
<td>61</td>
</tr>
<tr>
<td>Creperie</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Buffet</td>
<td>3</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Restaurant sector, total:</td>
<td>404</td>
<td>415</td>
<td>423</td>
<td>428</td>
</tr>
<tr>
<td>Restaurant</td>
<td>215</td>
<td>219</td>
<td>229</td>
<td>229</td>
</tr>
<tr>
<td>Bistro</td>
<td>63</td>
<td>62</td>
<td>62</td>
<td>63</td>
</tr>
<tr>
<td>Cafe restaurant</td>
<td>122</td>
<td>130</td>
<td>128</td>
<td>133</td>
</tr>
<tr>
<td>Road restaurant</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Figure 4.10: Number of Restaurants and hotel and catering industry in Rotterdam (COS, 2009b, pp.120)

Density

In the inner city of Rotterdam are living relatively not a lot of people. Only 5% of the total population of Rotterdam is living in the inner city, in other inner cities in the Netherlands is this often around the 10%. In the inner city of Rotterdam are living 30.000 people. In the busyness-experience of the inner city is it not so much about the number of dwellings but more about the number of active inner city users. At this moment is there after closing hours of retail and offices hardly something to do in large parts of the inner city, through what a sense of insecurity exist.

Traffic

The current traffic circulation between the main roads Weena, Coolsingel and Westblaak is composed out of two areas, separated by a pedestrian zone at the level of the Schouwburgplein and the Karel Doormanstraat. In a couple of streets is one-way traffic established in order to prevent that no through traffic is driving through the Lijnbaankwartier and Laurenskwartier. On this manner is the
pressure on the pedestrian-network restricted. Important peak moments are the morning- and evening rush and the rush periods in around the shopping peaks in the weekend. Hereby exist in a couple of locations in the inner city long waiting lines.

An important function of the road system in the inner city is the opening up of the parking facilities. In the inner city are diverse parking facilities that can be used by visitors or employees. The Lijnbaan, Binnenwegplein, Beurstraverse, Schouwburgplein, Hoogstraat and Binnenrotte are exclusive pedestrian areas in the inner city. The most important pedestrian flows are from Rotterdam Central Station diagonal towards the Lijnbaan and than towards the Beurstraverse and the Hoogstraat. In the outdoors is strived for a comfortable passageway by making use of extra wide pedestrian crossings.

The opening up of the inner city by public transport is good. Because the inner city lies close to Rotterdam Central Station, which is an international, national and regional junction, is the density in public transport network extra large. Next to the bus, tram, metro, randstadrail and train lies also the high-speed train within walking distance.

**SWOT analysis**

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Good and comfortable retail domain: concentrated and compact, extensive and a variated supply, large pedestrian area.</td>
<td>- Centrum expectation: more feeling of suburb than inner city</td>
</tr>
<tr>
<td>- Conveniently arranged and functional: clearly in direction</td>
<td>- Moderate appearance and experience: feels empty and to open</td>
</tr>
<tr>
<td>- Good accessibility: by public transport and car</td>
<td>- Architecture and public space: in a lot of cases messy</td>
</tr>
<tr>
<td>- Good parking facilities</td>
<td>- Routing: difficult to orientate due less distinction in buildings and street profiles. Not much resting points</td>
</tr>
<tr>
<td>- Space available for extension</td>
<td>- Traffic: accessibility of parkings facilities on busy times</td>
</tr>
<tr>
<td>- Image of a Metropolitan city</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Make use of available development space: new functions and buildings, more apartments and more public space</td>
<td>- Competition of other inner cities: now to much shopping mall and not much activity in the evening hours</td>
</tr>
<tr>
<td>- Strengthen the cultural sector by reserving space for the creative class</td>
<td>- Loss of cultural supply: not much interaction between restaurants and clubs</td>
</tr>
<tr>
<td>- Strengthen identity of Rotterdam: modern city</td>
<td>- Unsafety: due strong separation of functions</td>
</tr>
<tr>
<td>- Improve accessibility: parking facilities, HSL, metro and randstadrail</td>
<td>- Disruption of architectural and urban units: balance between architecture and urbanism</td>
</tr>
<tr>
<td></td>
<td>- Milieu- and traffic problems by further condensation</td>
</tr>
</tbody>
</table>

Figure 4.11: SWOT analysis
4.4 Experiences in the inner city of Rotterdam

Entertainment in the inner city of Rotterdam
Of this kind of experiences are a lot of in the inner city of Rotterdam. Mostly this kind of experiences exist out of live performances.

Figure 4.12: Entertainment in the inner city of Rotterdam (date: 10-04-2010)

Education in the inner city of Rotterdam
On retail-level there are a couple of examples of educational experiences in the inner city of Rotterdam. For example ‘Selexyz Donner’ (Bookstore) is very active in organizing all kind of events in the store. The whole year there are several lectures, book presentations and autograph sessions with authors like Bill Clinton, Kate Moss en Kader Abdolah. Also for the children there are different events about reading and writing.

Figure 4.13: Educational experience in the inner city of Rotterdam (date: 28-07-2007)

Escaping in the inner city of Rotterdam
Different bike stores, i.e. Megabike Rotterdam, makes use of the try and buy concept. They organize specific days were consumers can ‘try’ the bike they like. For consumers forms the ‘try out’ of this bike an escaping experience. For the visitors of the inner city of Rotterdam is this an entertaining
experience. These bikes that are cycle around bring a collective feeling of sportivity, cheerfulness and
amusement.

Figure 4.14: Escaping experience in the inner city of Rotterdam (date: 19-05-2009)

**Esthetic experiences in the inner city of Rotterdam**

According to USP (Marketing consultancy company) is Rotterdam seen by the building industry as the most authoritative city in relation with architecture. However the distance between Rotterdam and Amsterdam is descended but it is still a large margin.

Rotterdam is a city with a lot of architectural styles. On a few km² you can find a complete overview of architecture styles since 1700. Some examples you can find in the inner city are:
Café ‘De Unie’
Architectural style: ‘de Stijl’
Peak: ca. 1917 - 1931
Characteristics: Straight lines and curves, the use of three primary colors (red, blue and yellow) and three not primary colors (white, black and grey).

‘Kubuswoningen’
Architectural style: ‘Structuralism’
Peak: ca. 1965 - 1985
Characteristics: Buildings are build existing out of a couple, mostly the same small units, with as smallest unit the human measure.

‘Centrale bibliotheek’
Architectural style: ‘Hightech’
Peak: ca. 1970 - 1990
Characteristics: The use of prefab-elements. Installations and constructive of the buildings is placed on the outside of the building as an ornament. Through which the building the appearance of a machine receives.

The ‘Compagnie’
Architectural style: ‘Neo-traditionalism’
Peak: ca. 1990 - till now
Characteristics: Retro architecture, contemporary traditionalism that refer to the past. There is no renewal but they use traditional methods.

The design of the public space can also cause an esthetic experience by consumers. The quality and the design of the public space can have a great influence on the experience. In the inner city of Rotterdam are several public spaces.
The Schouwburgplein is the best-known public space of the inner city of Rotterdam. The Schouwburgplein was mentioned in the ‘Basis plan’ of 1946. In 1996 is this square completely re-designed by a design of A. Geuze. There came large, moving light towers and long benches and the square is raised. According to the architect is the Schouwburgplein a city-platform. Next to the Schouwburgplein are a lot of well-known establishments, like: the Doelen, The theatre of Rotterdam and multiplex theatre Pathé.
4.5 Dutch consumers
For a lot of Dutch consumers is shopping fun. According to the research of Stichting Studiecentrum Marktontwikkelingen (2008) says 52% of all respondents (n=709) that shopping is nice. Only 15% of the respondents says that shopping is not nice. There is a difference between male and female, 62% of all female says that shopping is nice and only 42% of all male says the same.

Especially the fact that the Dutch consumer walks with less pleasure through the Dutch shopping areas is striking. After all, we hear that there is a shift in shopping from necessity to the domain of fun, leisure and recreation. The term that is used for this kind of shopping behaviour is fun shopping. This fun shopping is nowadays the most important leisure activity of the Dutch consumer.

Figure 4.17: Top ten leisure activities by Dutch consumers (NBTC NIPO Research, 2009, pp.33)

Fun shopping can be the most popular leisure activity of the Dutch consumer, behind this fun shopping are very rational and practical motivations. Shopping is for the Dutch consumer mainly a functional leisure activity.

According to the research that Healey & Baker (2002) did under 7.000 European consumers, is appeared that the Dutch consumer can be less characterized as a fun shopper, but more as a rational shopper. This is expressed in the fact that Dutch consumers attach a lot of value on the factor price. This common-sense of the Dutch consumer is also recognizable in what the Dutch consumer finds important by the determination to visit a shopping area. The ten most important aspects have all to do with accessibility and parking, the complementary of the supply, the amenity level and if it is clean.

<table>
<thead>
<tr>
<th>Characteristic of the shopping area</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Is easily accessible</td>
<td>8,4</td>
</tr>
<tr>
<td>2. Is clean</td>
<td>8,2</td>
</tr>
<tr>
<td>3. Has enough parking facilities</td>
<td>8,1</td>
</tr>
<tr>
<td>4. Has a good retail supply</td>
<td>8,1</td>
</tr>
<tr>
<td>5. Good customer service in the shops</td>
<td>8,1</td>
</tr>
<tr>
<td>6. Has a good service</td>
<td>8,1</td>
</tr>
<tr>
<td>7. Has a complete product supply</td>
<td>8,0</td>
</tr>
<tr>
<td>8. It is easy to find the way</td>
<td>8,0</td>
</tr>
<tr>
<td>9. Has free parking facilities</td>
<td>7,9</td>
</tr>
<tr>
<td>10. Has shops of good quality</td>
<td>7,9</td>
</tr>
</tbody>
</table>

Table 4.3: Ten most import characteristics of shopping areas (Stichting Studiecentrum Marktontwikkelingen, 2003, pp.53)
Striking is the interest for the presence of leisure and entertainment amenities. What strikes one most is the importance of accessibility of the shopping area and the parking facilities in the shopping area. Especially for shopping and inner cities is the accessibility and the parking facilities a more and more important issue for consumers. With other words: an attractive inner city is inextricably bound up with a good accessibility and parking facilities.

**Consumer behaviour**
The shopping behaviour of the Dutch consumer is divided in three types. These three types are:

- Run shopping or grocery shopping;
- Fun shopping or recreational shopping;
- Goal shopping or purpose-orientated shopping.

All these types have their own spatial pattern. In the beginning is the consumer focused on the shopping area that is close-by and can provide in his need. The most important factor for choosing a center is the quality and the quantity of the retail supply. In the consideration between comparable centers with sufficient supply of retail, are also other factors of influence like accessibility, parking, design of the public space and sphere which can be decisive in the choose of the consumer.

By doing grocery shopping is the buying of food and goodies and frequently need non-food (like: flowers, textile and domestic articles) central. Assortment, ease (travel time and comfort) and accessibility plays an important role. This type of shopping behaviour takes frequently place, for the most part in the environment of the dwelling. The quality and the size of the supermarket are strongly decisive for the attractive power of the supermarket.

By recreational shopping is the action self (looking around and relaxing) often more important than the actual buying. Time plays almost no role in it. The attractiveness of a recreational shopping area is primarily decisive by the size of the modish supply and the presence of national pullers. Department stores (V&D, Bijenkorf and Hema) and large fashion houses (H&M and C&A) are traditionally important pullers. In the last years there are also developments in other branches that figure as important pullers like multimedia (Mediamarkt) and sport (Footlocker). In these branches is a development to recreational visited shops with a modern supply and trendsetting accessories.

By purpose-orientated shopping is it on the one hand about purchases that are not trend sensitive (garden articles). Combination visits with other shops are taken hardly place. Because of the purpose-orientated character of the this shopping behaviour has an expensive establishment in shopping areas none or less added value. Most important are findability, visibility and accessibility. On the other hand is there a limited amount of expensive articles where people look up for, like furniture, kitchens and cars. Purchases are rarely combined with other purchases. The consumer has a preference for a provider with a large assortment or a cluster of multiple providers, like a furniture strip (HBD, 2004, pp.7).

**Compulsive buyer**
Compulsive buyer behaviour can be defined as a chronic abnormal form of shopping and spending characterized, in the extreme, by an overpowering, uncontrollable, and repetitive urge to buy, with disregard for the consequences (Edwards, 1992, pp.54).
Compulsive buying is described as an addictive process whereby the affected individual seeks escape from anxiety and tension by preoccupying the person. Motivated by and destructive of self-esteem it is a method of coping with life’s challenges. Addiction to spending occurs progressively, starting when the recreational buyer, who may occasionally shop and spend as an escape, finds the experience ‘high’ to be an easy and gratifying way to deal with stress or negative emotions. A crisis causing anxiety overload then triggers the individual to buy compulsively. Experiencing progressively less relief with each spending spree, the person requires ‘redosing’ and comes to depend on shopping and spending as the primary means of coping with anxiety. Viewed as an addiction, compulsive buying may be considered a progression from normal to impulsive spending, to a means of escape from stress and anxiety, and finally to gross addiction to the experience. Impulsive buying (i.e. unplanned purchasing) and compulsive buying differ in the triggering stimulus for the behaviour. Impulse buying occurs when an external trigger (i.e. the product on the shelf) stimulates the individual to make a purchase, whereas compulsive buying is motivated by an internal trigger (i.e. anxiety) from which shopping and spending is an escape. Impulsive and compulsive buying differ in the underlying motivations for excessive spending and in the addictive behaviour of extremely compulsive buyers who need to spend more and more to alleviate stress and anxiety. Although compulsive buyers may also tend toward impulsiveness in purchasing behaviour, the primary stimulus for shopping and spending is relief from stress and is resulting anxiety overload. The compulsive buyer appears to respond to stress with greater levels of anxiety than does the non-compulsive buyer and the compulsive buyer employs avoidance coping techniques (DeSarbo and Edwards, 1996, pp.232-233).

Most research on compulsive spending associated this behaviour with factors such as personality traits and family environment. According to O’Guinn and Faber (1989) can compulsive buying be defined as chronic, repetitive purchasing that becomes a primary response to negative feelings and that provides immediate short-term gratification, but that ultimately causes harm to the individual and/or others.

Compulsive buyers score higher on the scale of materialism, exist out of three separate subscales: possessiveness, nongenerosity and envy, than general consumers. However, when the three subscales are examined separately, it becomes apparent that the greater level of materialism found among the compulsive buyers is due not to a greater desire to own or possess things, but rather to differing levels of envy and nongenerosity. Envy and nongenerosity may be viewed as representing more interpersonal elements of materialism rather than a desire for acquisitions. It seems that interpersonal feelings may play a greater role in driving compulsive buying than a desire to have specific things. According to the research of Faber (2000) is suggested that compulsive buying is not the result of a great desire for things, but rather driven by a desire to be noticed and appreciated. This is an important way in which people can feel better about themselves. Enhanced with self-feelings can also arise internally without interaction with other people. Compulsive buying allows some people to derive more positive self-feelings because when buying they can imagine themselves to be more important or more powerful than they otherwise do. The key factor that seems to motivate the behaviour for compulsive buyers is mood enhancement. The key motivation for compulsive buying may well be to overcome negative emotions and try to temporarily feel better. Thus, looking at the issue of what seems to drive compulsive buying from several different perspectives seems to yield a common finding: negative emotions are an important reason for engaging in this behaviour.
Many people like to go shopping to cheer themselves up or to feel better. However the majority of these people do not become compulsive buyers. The results of several researchers show that compulsive buyers have a significantly lower level of self-esteem. People with low self-esteem may be particularly susceptible to developing a compulsive buying disorder since buying serves as a way of temporarily overcoming this poor self-image. Another factor, which may help allow this to occur, is the ability to imagine oneself differently. People are more prone to become compulsive buyers may be particularly good at fantasizing. According to the literature on other forms of compulsive consumption behaviours revealed that other authors had hypothesized the importance of arousal in the development of these behaviours. An example:

‘I guess I am in a good mood. I was late tonight so I was speeding down the highway to get here and driving fast always makes me feel good’.

It seemed that many compulsive buyers enjoy of driving fast. Such need for arousal is important in determining who might be most likely to develop a compulsive buying disorder. The role of arousal here suggests that it is not just psychological, but perhaps also biological factors that contribute to becoming a compulsive buyers. Psychiatric interviews indicated that the compulsive buyers were significantly more likely than the normal buyers to have had a history of eating disorders, alcohol dependence and other impulse control disorder. In the research of Faber (2000) is found that between 85% and 95% of the self-identified compulsive buyers are women. There may be various explanations for this gender imbalance. For example, women are more likely to seek help for psychological disorders and are more likely to volunteer to participate in research. The reason for this gender differences is most likely socialization (Faber, 2000, pp. 27-50).

**4.6 Synergy**

Synergy between retail and leisure functions is understood to refer to situations where one or both of the functions perform better when combined, than when they are separated. A clear understanding of the term synergy is necessary. Synergy can be divided in functional and locational synergy. Functional synergy concerns the direct advantages of concentrating functions, thereby are more combination visits by consumers and this will lead to higher revenues. Locational synergy concerns the indirect effects of concentrating functions. The most obvious example of such an indirect effect is the more efficient use of parking places, this will reduce the investment costs for operators (Ecorys, 2004, pp.13).

According to Howard (1990) are there four components that are important for functional synergy. These components are:

1) Increase of catchment area;
2) Increase in visit duration;
3) Higher average spend per visit;
4) Increase in repeat visits.

The components 2 and 4 are mostly influenced by the presence of combination visits, where consumers visit more than one function in the same area. The presence of combination visits is therefore a major indication of synergy.
The OBR (2004) studied the synergy effects between retail and leisure in Rotterdam. The study provides insight in the way different functions are used by visitors to the city and is mainly focused on combination visits. In the report is recreational shopping or fun shopping the number one reason for consumers to visit the city. The results of the study are below:

<table>
<thead>
<tr>
<th></th>
<th>Fun shopping</th>
<th>Dining</th>
<th>Terrace</th>
<th>Museum</th>
<th>Attraction</th>
<th>Theatre</th>
<th>Event</th>
<th>Going out</th>
<th>Cinema</th>
<th>Town walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun shopping</td>
<td>X</td>
<td>69%</td>
<td>71%</td>
<td>41%</td>
<td>29%</td>
<td>43%</td>
<td>34%</td>
<td>37%</td>
<td>57%</td>
<td>48%</td>
</tr>
<tr>
<td>Dining</td>
<td>29%</td>
<td>X</td>
<td>43%</td>
<td>28%</td>
<td>18%</td>
<td>31%</td>
<td>26%</td>
<td>26%</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Terrace</td>
<td>22%</td>
<td>32%</td>
<td>X</td>
<td>24%</td>
<td>12%</td>
<td>18%</td>
<td>17%</td>
<td>24%</td>
<td>19%</td>
<td>30%</td>
</tr>
<tr>
<td>Museum</td>
<td>4%</td>
<td>9%</td>
<td>7%</td>
<td>X</td>
<td>4%</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Attraction</td>
<td>7%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>X</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Theatre</td>
<td>6%</td>
<td>11%</td>
<td>9%</td>
<td>13%</td>
<td>5%</td>
<td>X</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Event</td>
<td>5%</td>
<td>9%</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>X</td>
<td>8%</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Going out</td>
<td>6%</td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>10%</td>
<td>X</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>Cinema</td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
<td>4%</td>
<td>8%</td>
<td>12%</td>
<td>7%</td>
<td>24%</td>
<td>X</td>
<td>5%</td>
</tr>
<tr>
<td>Town walk</td>
<td>10%</td>
<td>16%</td>
<td>21%</td>
<td>16%</td>
<td>7%</td>
<td>16%</td>
<td>16%</td>
<td>6%</td>
<td>5%</td>
<td>X</td>
</tr>
</tbody>
</table>

Table 4.4: Combinations of activities per visit to Rotterdam (OBR, 2004, pp.35)

As seen as in Fout! Verwijzingsbron niet gevonden., there is a large share of combination visits between visiting a terrace and fun shopping and dining and fun shopping. Part of this high level of synergy can be explained by the fact that most restaurants, bars and retail are located in the inner city of Rotterdam. The high level of combination visits means that the presence of restaurants and bars leads to a significant additional footfall for the retail function in the inner city of Rotterdam.

4.7 Conclusion

After a half century of developments in the city and changing retail trends is the Lijnbaan still a remarkable object. Around the Lijnbaan are a lot of apartments and office buildings build and the inner city looks more and more on an American downtown. The appearance of the inner city is totally changed.

In 1987 by order of the Rotterdam city council were two papers (‘Vernieuwing van Rotterdam’ and ‘Nieuw Rotterdam’) published which are generally regarded as a turning point in the policy approach of the city. In both papers revives the vision of Rotterdam as a metropolis and there is a conscious break with the ideal ‘small-scale’ since C70 had dominated local politics.

In 1996 was the Beurspromenade or Koopgoot realized in the form of an underground passageway. The Beurspromenade or Koopgoot was already referred in the ‘Basis plan’ of van Traa in 1946. The Beurspromenade or Koopgoot is a good example of an experience-design. An experience-design has the intention to create an atmosphere that matches the consumers emotions, so that the shopping will be stress less.

The leisure sector offers the city great chances. Culture, sport, entertainment, recreation, shopping and going out stipulate the quality and identity of Rotterdam. Economically seen grows the leisure sector into the third pillar of the city, after mainport and business services. The leisure economy has developed to a sector with its own dynamic and is focused on the market of experiences. The experience value of leisure activities are getting more important and are meanwhile from great interest for the success of a theater, sport accommodation, museum or attraction. These leisure activities have a great sphere, are from high quality and approach there visitors not as a user but as a quest, and give not a service but an experience. These experiences exist through themes and clusters. These themes have the purpose to increase the experience of Rotterdam and to realize an
urban identity. The metropolitan themes are: Culture- and festival city, City of sport, City of shopping, City of going out, City history. The typical ‘Rotterdam’ themes are:

- Harbor/water/maritime;
- Architecture/modern/international;
- Young/innovative;
- Multi cultural;
- Film/audiovisual.

The experience value can be increased by using the typical ‘Rotterdam’ themes.

Rotterdam has 587,161 inhabitants at the beginning of 2009 and is therefore an attractive outlet for leisure suppliers. The number of visitors that is estimated for the whole shopping area is 560,000 visitors a week. Monday is the most quiet day of the week and Friday and Saturday are the busiest days of the week. Rotterdam has also different events and attractions that attract a lot of people to the city. In 2008 a total number of 3,645,000 people visited the events and a total number of 3,607,462 people visited the attractions in Rotterdam.

In the current situation is the retail supply the most important crowd puller of the inner city. Most retail supply is located in the Lijnbaankwartier, clustered around the Beurstraverse and the Lijnbaan. This area has an upper regional service area and attracts a lot of visitors from outside Rotterdam. Next to shopping are there also diverse going out clusters in the area. The prominent going out areas are situated around the Stadhuisplein, the Kruiskade and the Schouwburgplein. These clusters form together with the Delftsestraat the prominent going out areas in the inner city. These clusters attract visitors during the day and evening as well as by night and provide for livability in the inner city of Rotterdam.

As a consumer/visitor of the inner city of Rotterdam is it possible to have all kind of experiences in the inner city of Rotterdam. For example:

- Entertainment experiences: live performances.
- Educational experiences: autograph sessions.
- Escaping experiences: try out days.
- Esthetical experiences: architecture.

The shopping behaviour of the modern consumers is divided in three types. These three types are:

- Run shopping or grocery shopping;
- Fun shopping or recreational shopping;
- Goal shopping or purpose-orientated shopping.

By doing grocery shopping is the buying of food and goodies and frequently need non-food (like: flowers, textile and domestic articles) central. This type of shopping behaviour takes frequently place, for the most part in the environment of the dwelling. By recreational shopping is the action self (looking around and relaxing) often more important than the actual buying. Time plays almost no role in it. The attractiveness of a recreational shopping area is primarily decisive by the size of the modish supply and the presence of national pullers. By purpose-orientated shopping is it on the one hand about purchases that are not trend sensitive
(garden articles). Combination visits with other shops are taken hardly place. Because of the purpose-orientated character of the this shopping behaviour has an expensive establishment in shopping areas none or less added value. Most important are findability, visibility and accessibility. There is also the compulsive buyer. Compulsive buyer behaviour can be defined as a chronic abnormal form of shopping and spending characterized, in the extreme, by an overpowering, uncontrollable, and repetitive urge to buy, with disregard for the consequences (Edwards, 1992, pp.54).

Synergy between retail and leisure functions is understood to refer to situations where one or both of the functions perform better when combined, than when they are separated. The OBR (2004) studied the synergy effects between retail and leisure in Rotterdam. There is a large share of combination visits between visiting a terrace and fun shopping and dining and fun shopping. Part of this high level of synergy can be explained by the fact that most restaurants, bars and retail are located in the inner city of Rotterdam. The high level of combination visits means that the presence of restaurants and bars leads to a significant additional footfall for the retail function in the inner city of Rotterdam.
5 SURVEY

To gain insight on how the modern consumer is consuming in the inner city of Rotterdam, a survey is done. Consumers are approached at two different locations in the inner city of Rotterdam, namely: the Lijnbaan and the Hoogstraat and on two different days, namely: Monday and Friday between 12.00-17.00 hour. In total 200 consumers have filled in the survey. This survey is processed in SPSS version 16.0. In this chapter the results of this survey will be described and analyzed. For the questionnaire list see appendix I.

5.1 Consumer categories

We can distinguish three groups of consumers, namely run shoppers, fun shoppers and goal shoppers. Compulsive buyers may be found in each of the categories.

<table>
<thead>
<tr>
<th>Run shopper</th>
<th>Fun shopper</th>
<th>Goal shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>The buying of food and goodies and frequently need non-food (like: flowers, textile and domestic articles) central. This type of shopping behaviour takes frequently place, for the most part in the environment of the dwelling.</td>
<td>The action self (looking around and relaxing) often more important than the actual buying. Time plays almost no role. The attractiveness of a recreational shopping area is primarily decisive by the size of the modish supply and the presence of national pullers.</td>
<td>It is about purchases that are relatively trend sensitive (garden articles, cars, etc.). Combination visits with other shops are taken hardly place. Because of the purpose-orientated character of the this shopping behaviour has an expensive establishment in shopping areas none or less added value. Most important are visibility and accessibility.</td>
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</table>

### Compulsive buyer

Is characterized by an obsession with shopping and buying behavior that causes adverse consequences. Are excited about shopping and when they shop time plays no role. Because of the compulsive character of this shopping behaviour they will remember the shop they have visited (nice staff) but do not remember of what exactly they have bought.

Figure 5.1: Consumer categories

During the survey it is necessary to divide the data into these consumer groups. The division of the data will be based on the third question of the survey about the shopping behaviour of the respondent. The consumer can choose between the following answers:

- To do groceries (Run shopper)
- To look around and relax (Fun shopper)
- For purpose-orientated buyings (Goal shopper)
- Don’t know (Escape question)

In order to identify the compulsive buyers, the division of the data will be based on the second of the survey about the emotional meaning of shopping. The consumer can choose between the following answers:

- Exciting (Compulsive buyer)
- Nice (Compulsive buyer)
- Important (Not a compulsive buyer)
- Boring (Not a compulsive buyer)
- Not nice (Not a compulsive buyer)
- Don’t know (Escape question)

Also it will based on the answer that has been given by proposition one.
Proposition one:
‘Winkelen is altijd een beetje opwindend. Vooral vooraf als ik plannen maak. Ik móet dan wat gaan kopen, het is een innerlijke drang. Nadat ik in die winkel geweest ben, neemt dat gevoel snel weer af. Dan kijk ik al uit naar de volgende keer. Wat ik koop, maakt eigenlijk niet zoveel uit’.

The consumer can choose between the following answers:
- Agree (Compulsive buyer)
- Agree/disagree (neutral) (Not a compulsive buyer)
- Disagree (Not a compulsive buyer)
- Don’t know (Escape question)

When the respondent has filled in ‘agree’ for proposition one and filled in ‘exciting or nice’ for question two, than the respondent can be identified as a compulsive buyer.

I expect that each type of consumer will fill in the survey differently. In the text below you can find my expectation for each type of consumer:

Run shoppers
I expect that run shoppers will find shopping nice or important. When they shop time plays an important role. They will visit often or sometimes the same shops and when they have shopped they will remember often all shops they have visited. They come sometimes or rarely home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive direction or it does not change at all. They will make combination visits and the reason of visit will be doing groceries. They will visit the inner city of Rotterdam 1 or 2 times a week and they find accessibility the most attractive part of the inner city of Rotterdam. I expect that they already bought something or that they are going to buy something on the day that they are filling in the questionnaire. Also they can draw on the map where they were the last 30 minutes and where they are going the next 60 minutes.

Fun shoppers
I expect that fun shoppers will find shopping nice. When they shop time plays no important role. They will visit sometimes or rarely the same shops and when they have shopped they will remember often or sometimes all shops they have visited. They come often or sometimes home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive direction. They will make combination visits and the reason of visit will be looking around and relaxing. They will visit the inner city of Rotterdam 1 or 2 times a week and they find the retail-supply the most attractive part of the inner city of Rotterdam. I expect that they already bought something or that they are not going to buy something on the day that they are filling in the questionnaire. Also they can draw on the map where they were the last 30 minutes and where they are going the next 60 minutes.

Goal shoppers
I expect that goal shoppers will find shopping important. When they shop time plays an important role. They will visit often the same shops and when they have shopped they will remember often all shops they have visited. They come rarely home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive direction or it does not change at all. They do not make combination visits and the reason
of visit will be shopping. They will visit the inner city of Rotterdam once a week and they find the retail-supply the most attractive part of the inner city of Rotterdam. I expect that they already bought something or that they are going to buy something on the day that they are filling in the questionnaire. Also they can draw on the map where they were the last 30 minutes and where they are going the next 60 minutes.

**Compulsive buyers**
I expect that compulsive buyers will find shopping exciting or nice. When they shop time plays no important role. They will visit rarely the same shops and when they have shopped they will remember sometimes all shops they have visited. They come often home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive direction. They will make combination visits and the reason of visit will be looking around and relaxing. They will visit the inner city of Rotterdam 2 times a week and they find the retail-supply the most attractive part of the inner city of Rotterdam. I expect that they already bought something on the day that they are filling in the questionnaire. Also they can draw on the map where they were the last 30 minutes and where they are going the next 60 minutes.

**5.2  Run shopper vs. Fun shopper vs. Goal shopper**
In total 200 consumers have filled in the survey. Most of them are fun shoppers (44%, n=88), followed by goal shoppers (41%, n=82) and run shoppers (15%, n=30). In this paragraph these consumers categories will be compared with each other on the following subjects: gender, shopping behaviour, visiting motive and on how they have evaluated the qualities of the city centre of Rotterdam.

**Gender**
In this survey most respondents were female (52%, n=104). Most run shoppers are men (60%, n=18) and 40% of the run shoppers are women (40%, n=12). Most fun shoppers are women (63,6%, n=56) and 36,4% of the fun shoppers are men (36,4%, n=32). Most goal shoppers are men (56,1%, n=46) and 43,9% of the goal shoppers are women (43,9%, n=36).

![Gender Distribution](image.png)

**Shopping behaviour**
Most of the respondents (65%, n=129) have filled in that they find shopping ‘nice’ to do. Most of them are fun shoppers (76,1%, n=67) followed by goal shoppers (61%, n=50) and run shoppers (43,3%, n=32). What strikes one most is that fun shoppers have filled in that they find shopping
exciting (14.8%, n=13), this group of fun shoppers can be identified as compulsive buyers. A conspicuous result also is that none of the fun shoppers has filled in that shopping is ‘not nice’ to do, while there are run shoppers (10%, n=3) and goal shoppers (3.7%, n=3) who have filled in that shopping is ‘not nice’ to do. Another conspicuous result is that most run shoppers (36.7%, n=11) find shopping ‘important’ to do, followed by goal shoppers (19.5%, n=16) and fun shoppers (12.5%, n=11). This is in line with my expectation.

An important trend in the shopping behaviour of consumers is that they have the inclination to organize the shopping behaviour as efficient as possible. According to Mommaas (2000) the average Dutch consumer spends 3.3 hours a week on shopping and doing groceries. However the average Dutch person has become decidedly more busier on average. The pressure of time can influence the decision of the consumer. Under time pressure consumers will base their decisions on existing knowledge and experiences out of the past in order to gain some time. Time pressure will influence the involvement of the consumer. However most of the respondents (58.5%, n=117) have filled in that time plays ‘hardly a role’ during shopping in the inner city of Rotterdam. Especially fun shoppers (81.8%, n=72) have filled in that time plays ‘hardly a role’, while most run shoppers (66.7%, n=20) and most goal shoppers (57.3%, n=47) have filled in that time plays ‘really a role’ during shopping in the inner city of Rotterdam.

Shopping under time pressure will affect the shop choice. Consumers that are shopping under time pressure will prefer shops for which they are familiar with. I suppose that, that will come because they want reduce the risk of an unknown environment with unknown products. Most respondents (51%, n=102) will visit often the same shops. Especially goal shoppers (72%, n=59), followed by run shoppers (53.3%, n=16) and fun shoppers (30.7%, n=27) indicate that they will visit often the same shops. This is in line with the expectation because most goal shoppers indicated that time plays ‘really a role’ during shopping. While most fun shoppers (46.6%, n=41) visit sometimes the same shops. This also is in line with the expectation because most fun shoppers indicated that time plays ‘hardly a role’ during shopping in the inner city of Rotterdam. I suppose that fun shoppers like to shop at shops they are unfamiliar with.
Most of the respondents (79.5%, n=159) can remember often all shops they have visited during their shopping experience in the inner city of Rotterdam. Especially run shoppers (93.3%, n=28), followed by goal shoppers (82.9%, n=68) and fun shoppers (71.6%, n=63) can remember often all shops they have visited. There are fun shoppers (2.3%, n=2) that indicate that they can remember rarely all shops they have visited. An explanation can be that these two fun shoppers visit so many shops that it is hard to remember all of them. This outcome is in line with the theory because Pine and Gilmore (1999) state that experiences are memorable and most of the respondents have indicated that they can remember often all shops they have visited during shopping in the inner city of Rotterdam.

Most respondents (60.5%, n=121) indicate that they sometimes come home with unexpected buyings. This impulse purchasing is the biggest under run shoppers (73.3%, n=22), followed by goal shoppers (59.8%, n=49) and fun shoppers (56.8%, n=50). This is a conspicuous result because I would expect that most goal shoppers rarely come home with unexpected buyings, because of the purpose-orientated character of this shopping behaviour.

A consumer’s state of mind can have a great influence on what the consumer is buying, when they buy it, with who they buy it, how long they are shopping and on the decision of the consumer will visit the shopping area again (Swinyard, 1993, pp.274-278). However the other way around is also possible that the state of mind changes after the consumer has purchased something. Most of the respondents (n=146) indicate that their state of mind changes in a ‘positive direction’ after they have purchased something. What strikes one most is that none of the respondents indicates that their
state of mind changes in a ‘negative direction’. I suppose that this group of respondents have no regrets when they have purchased something.

Consumers have the inclination to organize the shopping behaviour as efficient as possible. This is because of time pressure and the willingness to minimize traveling costs. Therefore consumers will try to combine different things during one shopping day in the inner city of Rotterdam. This also good for owners of shops, restaurants, bars, etc. Because the longer visitors stay, the more likely they will spend more money.

Most of the respondents (54,5%, n=109) indicate that they make combination visits during their visit to the inner city of Rotterdam. Most combination visits (41%, n=82) are between shopping and dining/drinking. This is in line with the study of the OBR (2004). What strikes one most is that most goal shoppers (58,5%, n=48) do not make combination visits at all. An explanation for this is because of the purpose-orientated character of this shopping behaviour. This is in line with my expectation.

Visiting motive
In the inner city of Rotterdam is a quarter of the total Rotterdam retail supply. Most retail supply is located in the Lijnbaankwartier, clustered around the Beurstraverse and the Lijnbaan. For that reason the inner city of Rotterdam can attract consumers with different visiting motives. Most respondents (35%, n=70) indicate that their visiting motive is ‘shopping’, followed by ‘looking around and relaxing’ (24,5%, n=49) and grocery shopping (18%, n=36). This could be explained by the fact that the retail supply the biggest crowd puller is of the inner city of Rotterdam. Also in the inner city of Rotterdam are two Albert Heijn supermarkets which make it easily to do your groceries. If we zoom in into the date we can see that most run shoppers (50%, n=15) are here for grocery shopping. Most fun shoppers (40,9%, n=36) are here for looking around and relaxing and most goal shoppers (54,9%, n=45) are here for shopping. What strikes one most is that there is a small group of run shoppers (3,3%, n=1) is here for shopping and a small group of run shoppers (3,3%, n=1) is here for visiting a dining/drinking amenity. That is striking because of the large amount of retail and dining/drinking supply in the inner city of Rotterdam.
The majority of the respondents (62%, n=124) indicates that they will visit the inner city of Rotterdam ‘once a week’. What strikes one most is that there is only a small group (5.5%, n=11) that will visit the inner city of Rotterdam ‘less than once a month’, the majority of this small group (4%, n=8) are goal shoppers (9.8%, n=8).

According to Pine and Gilmore (1999) is it important that a visitor purchase something because visitors have always purchased certain goods primarily for the memories they convey. According to Pine and Gilmore (1999) they purchase such memorabilia as tangible artifacts of the experiences they want to remember. Personally I think that the usefulness of the product comes first before it is bought primarily for remembering their visit to the inner city of Rotterdam. Most of the respondents (45%, n=90) indicate that they already bought something and a group of respondents (23%, n=46) indicates they are going to buy something today. You could say that at the end of the day a group of respondents (68%, n=136) has purchased a certain good and this good can help them remembering their visit to the the inner city of Rotterdam.

A conspicuous result is that in the group of fun shoppers there is a large group (44.3%, n=39) that indicates that they are not going to buy something. This behaviour can be explained by the fact that the visiting motive of most fun shoppers was ‘looking around and relaxing’.

Most respondents (65%, n=130) indicate that they find a ‘good retail supply’ the most attractive part of the inner city of Rotterdam, followed by ‘easily accessible’ (16.5%, n=33) and ‘good supply of...’
‘dining/drinking’ (10%, n=20). What strikes one most is that there are no respondents that have chosen for ‘good parking supply’, ‘good entertainment supply’ or ‘safety’ as the most attractive part of the inner city of Rotterdam. What also strikes one most is that there are no run shoppers that choose for ‘good atmosphere’ while there are fun shoppers (5.7%, n=5) and goal shoppers (2.4%, n=2) that find the good atmosphere the most attractive part of the inner city of Rotterdam.

The run shoppers that were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes mainly at the Lijnbaan and the first part of the Meent. These streets have the character of an high-quality shopping street with a lot of retail and leisure orientated shops. There are also two Albert Heijn supermarkets, one is located on the Lijnbaan and the other one is located on the Meent.

The run shoppers that were questioned at the Hoogstraat indicate that they were shopping the past 30 minutes around the Meent, Hoogstraat and a small part of the Lijnbaan.

The coming 60 minutes the run shoppers that were questioned at the Lijnbaan indicate that they are going to shop at the surrounding streets of the inner city of Rotterdam. This is a conspicuous result because the past 30 minutes they were all clustered around the Lijnbaan and the coming 60 minutes they are all scattered around the surrounding streets of the inner city of Rotterdam. This also applies for run shoppers who were questioned at the Hoogstraat.
Fun shoppers that were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes especially in the area around the Lijnbaan and Karel Doormanstraat. The Karel Doormanstraat is characterized by stores with high-end fashion. I suppose that they shop/look for luxury goods in these streets. A difference with run shoppers is that they are not clustered around one street.

Fun shoppers that were questioned at the Hoogstraat indicate that they were shopping the past 30 minutes especially at the main streets, like: the Hoogstraat, Meent and Lijnbaan. National pullers like: the Bijenkorf, V&D, Hema, WE and Inditex-zara are located at these streets.

The coming 60 minutes the run shoppers that were questioned at the Lijnbaan indicate that they stay at the main streets but there is a shift in the direction of the Laurenskwartier (East). Here are some bars, coffee cafés and exclusive fashion stores. Because fun shoppers mostly are looking around and relax an explanation can be that they want to see as much of the inner city of Rotterdam and therefore they will come all over the inner city of Rotterdam. The fun shoppers that were questioned at the Hoogstraat will do the opposite. They are going to shop the next 60 minutes in the area around the Lijnbaan and Karel Doormanstraat.

The goal shoppers that were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes mainly at the Lijnbaan and the Hoogstraat. A conspicuous result is that in contrast to run shoppers they are shopping at the Koopgoot and they use it as a connection between the Lijnbaan...
and Hoogstraat and also these goal shoppers shop at the Van Oldenbarneveltsraat. This street is characterized by small boutiques with exclusive fashion.

The goal shoppers that were questioned at the Hoogstraat indicate that they were shopping the past 30 minutes mainly at the main streets, like: the Hoogstraat, Meent and Lijnbaan. This result is almost similar with where the fun shoppers that were interviewed at the Hoogstraat were shopping. This a conspicuous result because I would expect that fun shoppers and goal shoppers differ in where they shop.

![Figure 5.6: Goal shoppers: sum of past 30 min. Left: Lijnbaan (43,9%, n=36). Right: Hoogstraat (56,1%, n=46)](image)

The coming 60 minutes the run shoppers that were questioned at the Lijnbaan indicate that they shop mostly on the same streets, but there is also a shift towards the Meent (East) and towards the Mauritsweg, Oude Binnenweg, Nieuwe Binnenweg (West). At these streets are no national pullers located but more shops with a specific supply, like: home entertainment. The run shoppers that were questioned at the Hoogstraat move in the opposite direction more likely towards the core of the inner city.

This movement in the opposite direction can be explained by the fact that they are purpose-orientated shoppers an explanation can be that the inner city of Rotterdam provides what they are looking for, but the stores they have to visit are scattered around the inner city of Rotterdam.

![Figure 5.7: Goal shoppers: sum of coming 60 min. Left: Lijnbaan (43,9%, n=36). Right: Hoogstraat (56,1%, n=46)](image)
Evaluation of the qualities
If we look at the total evaluation of the qualities of the inner city of Rotterdam, we can see that the retail supply with a mean of 7,5 scores the best, while the parking supply with an mean of 6,5 scores the worst. Fun shoppers gave in general the highest grades for the evaluation of the qualities of the inner city of Rotterdam, while run shoppers gave the lowest grades.

<table>
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<tr>
<th></th>
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<th>Minimum</th>
<th>Maximum</th>
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</tbody>
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Table 5.1: Descriptive statistics: evaluation of the qualities, grades 1-10

Most respondents (62%, n=124) indicate that they do not miss any amenities in the inner city of Rotterdam. This group of respondents is satisfied with the current retail-, dining-, drinking- and entertainment supply in the inner city of Rotterdam. This is a conspicuous result because I would expect that not every variable would score a sufficient grade. But this group of respondents is very satisfied with the qualities and supply of the inner city of Rotterdam. This is also in line with the theory about the experience economy because this group of respondents is satisfied as long as it can shop. Maslow, Koolhaas, Pine & Gilmore and others analyzed this development of a new, flexible consumerist culture in which anything is shopped.

5.3 Compulsive buyer
Compulsive buyers are enthusiastic about shopping and when they shop time plays hardly a role. In total 43 compulsive buyers could be identified. Most of them are fun shoppers (69,8%, n=30), followed by run shoppers (16,2%, n=7) and goal shoppers (14%, n=6). In this paragraph these compulsive buyers will be compared with each other on the following subjects: gender, shopping behaviour, visiting motive and on how they have evaluated the qualities of the city centre of Rotterdam. At the end of this paragraph a comparison with the other three consumer categories is made.
Gender
In the research of Faber (2000) is found that between 85% and 95% of the self-identified compulsive buyers are women. In this survey 70% of the compulsive buyers are women (n=30) and 30% of the compulsive buyers are men (n=13). This gender imbalance could be explained by many different reasons, for example socialization or overcoming negative feelings.

In the inner city of Rotterdam this gender imbalance could be explained by the fact that the retail supply in the inner city of Rotterdam is focused mainly on women. With national pullers as H&M, V&D, Hema, Inditex-zara and Bershka the target group is mainly women.

Shopping behaviour
Compulsive buyers are thrilled about shopping. Most of the compulsive buyers (67,4%, n=29) have filled in that they find shopping ‘nice’ to do and 14 compulsive buyers have filled in that they find shopping ‘exciting’ to do. Most of them which have filled in that shopping is ‘nice’ to do are fun shoppers (56,7%, n=17), followed by run shoppers (85,7%, n=6) and goal shoppers (100%, n=6). What strikes one most is that there were no goal shoppers that have filled in that they find shopping ‘exciting’ to do.

Most of the compulsive buyers (81,4%, n=35) indicate that time plays ‘hardly a role’ during shopping in the inner city of Rotterdam. Consumers that are shopping without time pressure can go to shops
for which they are unfamiliar with. I suppose that they will visit unknown environments with unknown products. Most compulsive buyers (56.7%, n=17), which all fall in the category of fun shoppers indicate that they will visit sometimes the same shops. Compulsive buyers, which fall in the category of goal shoppers (100%, n=6) indicate that they will often visit the same shops. This is remarkable because these goal shoppers already indicated that time plays hardly a role, but they will go often to the same shops. I would expect that they would visit different shops.

Most compulsive buyers (67.4%, n=29) can remember often all shops they have visited during their shopping experience in the inner city of Rotterdam. There is only a small group of compulsive buyers, which fall in the category of fun shoppers (6.7%, n=2) that indicates that they can remember rarely all shops they have visited. An explanation can be that these two compulsive buyers visit so many shops that it is hard to remember all of them. This outcome is in line with the theory because Pine and Gilmore (1999) state that experiences are memorable and most of the respondents have indicated that they can remember often all shops they have visited during their shopping experience in the inner city of Rotterdam.

Most compulsive buyers (60.5%, n=26) indicate that they sometimes come home with unexpected buyings. This impulse purchasing is the biggest under run shoppers (71.4%, n=5), followed by goal shoppers (66.7%, n=4) and fun shoppers (56.7%, n=17). What strikes one most is that I would expect that compulsive buyers often come home with unexpected buyings - products and articles that were not on their shopping list - because compulsive buyers may also tend toward impulsiveness in purchasing behaviour in order to alleviate stress. Interpersonal feelings may play a greater role in driving compulsive buying than a desire to have specific things.
Most compulsive buyers (81.4%, n=35) indicate that their state of mind changes in a ‘positive direction’ after they have purchased something. The other 8 compulsive buyers indicate that their state of changes does not change after they have purchased something. This is remarkable because compulsive buying becomes a primary response to negative feelings and that provides immediate short-term gratification. What strikes one most is that none of the respondents indicates that their state of mind changes in a ‘negative direction’. I suppose that this group of respondents have no regrets when they have purchased something.

Most compulsive buyers (72.1%, n=31) indicate that they make combination visits during their visit to the inner city of Rotterdam. Most combination visits (48.8%, n=21) are between shopping and dining/drinking. This is in line with the study of the OBR (2004), only in this study 69% of the respondents made combination visits between shopping and dining/drinking. What strikes one most is that there are no compulsive buyers that fall in the category of run- and goal shoppers that make combination visits between dining/drinking and entertainment and entertainment and shopping.

Visiting motive
Most compulsive buyers (48.8%, n=21) indicate that their visiting motive is ‘shopping’, followed by ‘looking around and relaxing’ (39.5%, n=17) and visiting a dining and drinking amenity (9.3%, n=4). This could be explained by the fact that the retail supply the biggest crowd puller is of the inner city of Rotterdam. If we zoom in into the date we can see that most run shoppers (85.7%, n=6) are here
for looking around and relaxing. This remarkable because you would expect that they are here for grocery shopping. Most fun shoppers (50%, n=15) and most goal shoppers (100%, n=6) are here for shopping. What strikes one most is that goal shoppers are only here to shop in the inner city of Rotterdam.

The majority of the compulsive buyers (60.5%, n=26) indicates that they will visit the inner city of Rotterdam ‘once a week’. The other compulsive buyers (39.5%, n=17) will visit the inner city of Rotterdam ‘twice a week’. What strikes one most is that compulsive buyers will visit the inner city of Rotterdam at least once a week. None of the compulsive buyers has indicated that they will visit the inner city of Rotterdam ‘once a month’ or ‘less than once a month’.

Most compulsive buyers (58.1%, n=25) indicate that they already bought something. It is remarkable that all goal shoppers (100%, n=6) already bought something. Also a group of compulsive buyers (20.9%, n=9) indicates that they are going to buy something today. You could say that at the end of the day a group of compulsive buyers (79.1%, n=34) has purchased a certain good and this good will help them remember their shopping experience in the inner city of Rotterdam. What strikes one most is that in the group of fun shoppers there is a group (23.3%, n=7) that indicates that they are not going to buy something. This behaviour can be explained by the fact that their visiting motive was ‘looking around and relaxing’. 
Most respondents (69.8%, n=30) indicate that they find a ‘good retail supply’ the most attractive part of the inner city of Rotterdam, followed by ‘easily accessible’ (23.3%, n=10), ‘good supply of ‘dining/drinking’ (4.6%, n=2) and ‘good atmosphere’ (2.3%, n=1). What strikes one most is that there are no respondents that have chosen for ‘good parking supply’, ‘good entertainment supply’ or ‘safety’ as the most attractive part of the inner city of Rotterdam. What also strikes one most is that there are no run- and goal shoppers that choose for ‘good atmosphere’ as the most attractive part of the inner city of Rotterdam.

Compulsive buyers, which fall in the category of run shoppers who were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes only at the Lijnbaan and the Meent. The compulsive buyers, which fall in the category of run shoppers who were questioned at the Hoogstraat indicate that they were shopping the past 30 minutes at the Hoogstraat, Meent and a small part of the Lijnbaan. These streets have the character of an high-quality shopping street with a lot of retail and leisure orientated shops.

Figure 5.8: Compulsive buyers: run shoppers: sum of past 30 min. Left: Lijnbaan (57.1%, n=4). Right: Hoogstraat (42.9%, n=3)

The coming 60 minutes this group of compulsive buyers, which fall in the category of run shoppers who were questioned at the Lijnbaan indicate that they are going to shop at the surrounding streets of the Lijnbaan and the Meent. This is a conspicuous result because the past 30 minutes they were all clustered around the Lijnbaan and the coming 60 minutes they are all scattered around the surrounding streets of the inner city of Rotterdam. This is similar to the results of normal run shoppers.

The group who were questioned at the Hoogstraat indicate quite similar results of moving towards surrounding streets but they will shop mainly at the Hoogstraat and Meent.
Figure 5.9: Compulsive buyers: run shoppers: sum of coming 60 min. Left: Lijnbaan (57.1%, n=4). Right: Hoogstraat (42.9%, n=3)

Compulsive buyers, which fall in the category of fun shoppers who were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes at the Lijnbaan, Karel Doormanstraat, Meent and they shop at Rotterdam Plaza (shopping centre).

The group who were questioned at the Hoogstraat area around the Meent, Hoogstraat, Haagseveer and a small part of the Lijnbaan. The Haagseveer is characterized by dining and drinking amenities. Examples are café Dudok and the Winebar.

Figure 5.10: Compulsive buyers: fun shoppers: sum of past 30 min. Left: Lijnbaan (60%, n=18). Right: Hoogstraat (40%, n=12)

The coming 60 minutes this group of compulsive buyers, which fall in the category of fun shoppers who were questioned at the Lijnbaan is moving eastern towards the Koopgoot and the Hoogstraat. The group who were questioned at the Hoogstraat is moving the opposite direction towards the Karel Doormanstraat.
Compulsive buyers, which fall in the category of goal shoppers who were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes especially at the main streets of the inner city: Lijnbaan, Meent and Hoogstraat. All national pullers are located at these streets. Examples are: H&M, V&D, Bijenkorf, Hema.

Compulsive buyers, which fall in the category of goal shoppers who were questioned at the Hoogstraat shop also especially at the main streets only they shop at a small part of the Lijnbaan.

The coming 60 minutes this group of compulsive buyers, which fall in the category of goal shoppers who were questioned at the Lijnbaan is moving western towards the Oude Binnenweg and the Nieuwe Binnenweg. This area is characterized by shops with a specific supply and eating & drinking bars with live music, examples are Rotown and Stalles.

This also applies for the group who were questioned at the Hoogstraat. They also move towards the Oude Binnenweg and the Nieuwe Binnenweg, but they also stay at the area around the Lijnbaan.
Figure 5.13: Compulsive buyers: goal shoppers: sum of coming 60 min. Left: Lijnbaan (33,3%, n=2). Right: Hoogstraat (66,7%, n=4)

Evaluation of the qualities

If we look at the total evaluation of the qualities of the inner city of Rotterdam, we can see that consumers that are indentified as compulsive buyers give much higher grades than the run- fun- and goal shoppers. Compulsive buyers evaluate the retail supply the best with a mean of 7,8 and the entertainment supply the lowest with a mean of 6,6. I suppose that the lowest mean, an 6,6, is still an adequate score.

<table>
<thead>
<tr>
<th>Quality</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
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<td>43</td>
<td>6</td>
<td>9</td>
<td>7,93</td>
<td>.937</td>
</tr>
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<td>Parking supply</td>
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<td>4</td>
<td>8</td>
<td>8,63</td>
<td>.848</td>
</tr>
<tr>
<td>Retail supply</td>
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<td>8</td>
<td>5</td>
<td>7,77</td>
<td>.762</td>
</tr>
<tr>
<td>Dining and drinking supply</td>
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<td>8</td>
<td>5</td>
<td>8,77</td>
<td>.812</td>
</tr>
<tr>
<td>Entertainment supply</td>
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<td>6</td>
<td>8</td>
<td>6,58</td>
<td>.764</td>
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<tr>
<td>Atmosphere</td>
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<td>6</td>
<td>7,66</td>
<td>.668</td>
</tr>
<tr>
<td>Safety</td>
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<td>8</td>
<td>6,72</td>
<td>.734</td>
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<tr>
<td>Appearance</td>
<td>43</td>
<td>6</td>
<td>8</td>
<td>8,83</td>
<td>.768</td>
</tr>
</tbody>
</table>

Table 5.2: Descriptive statistics: evaluation of the qualities, grades 1-10

Most compulsive buyers (60,5%, n=26) indicate that they do not miss any amenities in the inner city of Rotterdam. This group of respondents is satisfied with the current retail-, dining-, drinking- and entertainment supply in the inner city of Rotterdam. This is a conspicuous result because this group of respondents is satisfied as long as it can shop. The other compulsive buyers are missing entertainment (18,5%, n=8), followed by dining and drinking (14%, n=6) and retail (7%, n=3). This is not reflected by the grades that were given by the evaluation of the qualities. Because the lowest mean was 6,6. I would expect that almost all compulsive buyers would indicate that they do not miss any amenities in the inner city of Rotterdam.
Similarities and differences

Compulsive buyers show a lot of similarities with run-, fun- and goal shoppers. However there are also differences. The main differences and similarities are:

**Similarities**
- They all like to shop in the inner city of Rotterdam.
- They will remember often all shops they have visited.
- They come sometimes home with unexpected buyings.
- After they purchased something their state of mind changes in a positive direction.
- Most of them will visit the inner city of Rotterdam once a week.
- They find the retail supply the most attractive part of the inner city of Rotterdam.
- When they visit the inner city of Rotterdam they will buy something.
- They shop especially on the main shopping streets, like: the Lijnbaan, Meent and Hoogstraat.
- Most of them indicate that they do not miss any amenities in the inner city of Rotterdam.

**Differences**
- Most run- and goal shoppers are men and most fun shoppers and compulsive buyers are women.
- Time plays hardly a role for most fun shoppers and compulsive buyers. For most run- and goal shoppers it plays an important role.
- Most run-, fun and goal shoppers visit often the same shops. Compulsive buyers on the other hand visit sometimes the same shops.
- Most run and goal shoppers do not make combination visits. While most fun shoppers and compulsive buyers make combination visits between shopping and visiting a dining or drinking amenity.
- Most goal shoppers and compulsive buyers visit the inner city of Rotterdam for shopping. While most run shoppers are here for grocery shopping and most fun shoppers are here for looking around and relaxing.
- Most run- and goal shoppers are clustered around the Lijnbaan and Hoogstraat while most fun shoppers and compulsive buyers also shop at the surrounding streets and therefore is the range of fun shoppers and compulsive buyers much larger.
5.4 Bivariate correlation analysis

In order to know what relationships exists, if any, between two or more variables, a bivariate correlation analysis is done. A bivariate correlation is a correlation between two variables. The correlation coefficient that has been used is Pearson’s correlation coefficient. The figure below shows the outcome of the correlation analysis. For all results of this bivariate correlation analysis, see appendix III.

**Figure 5.14:** Outcome bivariate correlation analysis by using Pearson’s correlation coefficient

**Conclusion**

The outcome of the bivariate correlation analysis shows that there are a lot of significant relationships between different variables. Most of these correlations are weak till moderate.
Although we cannot make direct conclusions about causality, we can take the correlation coefficient a step further by squaring it. This is known as the coefficient of determination, $r^2$ and is a measure of the amount of variability in one variable that is explained by the other. After squaring Pearson’s correlation coefficient, a couple of moderate correlations could be explained:

- There is a moderate positive correlation between the role time plays and the opinion of the consumer about shopping. This correlation is relevant because the accounted variability is 13,5%.

- There is a moderate positive correlation between the change in state of mind after the consumer has purchased something and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 11,0%.

- There is a moderate positive correlation between the opinion of the consumer about proposition 1 and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 9,4%.

- There is a moderate positive correlation between the opinion of the consumer about proposition 1 and unexpected buyings. This correlation is not relevant because the accounted variability is 18,4%.

- There is a moderate negative correlation between the opinion of the consumer about proposition 2 and the opinion of the consumer about proposition 1. This correlation is relevant because the accounted variability is 11,2%.

- There is a moderate negative correlation between the reason to visit the inner city of Rotterdam and the reason to shop. This correlation is relevant because the accounted variability is 13,7%.

- There is a moderate positive correlation between the visiting frequency and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 9,4%.

- There is a moderate negative correlation between the opinion of the consumer about what is most attractive in the inner city of Rotterdam and the change in state of mind after the consumer has purchased something. This correlation is relevant because the accounted variability is 17,3%.

- There is a moderate negative correlation between the consumers opinion about what is missing in the inner city of Rotterdam and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 10,2%.
5.5 Conclusion
In total 200 respondents have filled in the questionnaire. Most respondents were female (52%, n=104), and most respondents fell in the age-category 18-35 (49,5%, n=99), followed by 35-55 (30%, n=60) and above 56 (20,5%, n=41). For transportation they choose the car (48,4%, n=97), followed by the bike (20%, n=40), public transport (18,5%, n=37) or they will walk to the inner city of Rotterdam (13%, n=26).
These 200 respondents can be categorized in three groups of consumers, namely run shoppers, fun shoppers and goal shoppers. Most of the respondents are fun shoppers (44%, n=88), followed by goal shoppers (41%, n=82) and run shoppers (15%, n=30). Within these three groups we can identify 43 compulsive buyers. Most of them are fun shoppers (69,8%, n=30), followed by run shoppers (16,2%, n=7) and goal shoppers (14%, n=6).

Run shoppers
In this survey 60% of the run shoppers are men (n=18) and 40% of the run shoppers are women (n=12). Run shoppers (15%, n=30) find shopping nice (43,3%, n=13), followed by important (36,7%, n=11), boring (10%, n=3), not nice (10%, n=3) or exciting (3,3%, n=1). When they shop than plays time an important role (66,7%, n=20). They will visit often the same shops (53,3%, n=16) and when they have shopped they will remember often all shops they have visited (93,3%, n=28). The majority (73,3%, n=22) comes sometimes home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive direction (63,3%, n=19) or it does not change at all (36,7%, n=11). Most run shoppers (76,6%, n=23) do not make combination visits. And if they do they will make combination visits between shopping and visiting a restaurant or bar (30%, n=9). The reason of visit is grocery shopping (50%, n=15), followed by looking around and relaxing (30%, n=9) and visiting an entertainment amenity (13,3%, n=4). The majority (83,3%, n=25) will visit the inner city of Rotterdam once a week and they find the retail supply (60%, n=18) the most attractive part of the inner city of Rotterdam. When they visit the inner city of Rotterdam they (76,7%, n=23) will buy something, there is only a small group of run shoppers (23,3%, n=7) that indicated that they will not buy anything on the day that they were filling in the questionnaire.
Run shoppers that were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes mainly at the Lijnbaan and the first part of the Meent. Run shoppers that were questioned at the Hoogstraat were shopping the past 30 minutes around the Meent, Hoogstraat and a small part of the Lijnbaan. The coming 60 minutes both groups are scattered around the surrounding streets of the inner city of Rotterdam.
On the question what they miss in the inner city of Rotterdam, most run shoppers (36,7%, n=11) indicate that they do not miss anything, followed by missing entertainment (33,3%, n=10), retail (20%, n=6) and dining and drinking amenities (10%, n=3).

Fun shoppers
In this survey 63,6% of the fun shoppers are women (n=56) and 36,4% of the fun shoppers are men (n=32). Fun shoppers (44%, n=88) find shopping nice (76,1%, n=67), followed by exciting (14,8%, n=13), important (6,8%, n=6) or boring (2,3%, n=2). When they shop than plays time hardly a role (81,8%, n=72). They will visit sometimes the same shops (46,6%, n=41) and when they have shopped they will remember often all shops they have visited (71,6%, n=63). The majority (56,8%, n=50) comes sometimes home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive
direction (83%, n=73) or it does not change at all (17%, n=15). Most fun shoppers (77.3%, n=68) make combination visits. Especially between shopping and visiting a restaurant or bar (51.1%, n=45). The reason of visit is looking around and relaxing (40.9%, n=36), followed by shopping (27.3%, n=24) and visiting a restaurant or bar (22.7%, n=20). The majority (56.8%, n=50) will visit the inner city of Rotterdam once a week. But there is also a large group (35.2%, n=31) that will visit the inner city of Rotterdam twice a week. Fun shoppers find the retail supply (71.6%, n=63) the most attractive part of the inner city of Rotterdam. When they visit the inner city of Rotterdam they (55.7%, n=49) will buy something, there is group of fun shoppers (44.3%, n=39) that indicated that they will not buy anything on the day that they were filling in the questionnaire.

Fun shoppers that were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes especially in the area around the Lijnbaan and Karel Doormanstraat. Fun shoppers that were questioned at the Hoogstraat were shopping the past 30 minutes especially at the main streets, like: the Hoogstraat, Meent and Lijnbaan. Here are national pullers like: the Bijenkorf, V&D, Hema, WE and Inditex-zara located. The coming 60 minutes the run shoppers that were questioned at the Lijnbaan indicate that they stay at the main streets but there is a shift in the direction of the Laurenskwartier (East). Here are some bars, coffee cafés and exclusive fashion stores. The fun shoppers that were questioned at the Hoogstraat will do the opposite. They are going to shop the next 60 minutes in the area around the Lijnbaan and Karel Doormanstraat.

On the question what they miss in the inner city of Rotterdam, most fun shoppers (76.1%, n=67) indicate that they do not miss anything, followed by entertainment (13.6%, n=12), dining and drinking amenities (5.7%, n=5) and retail (4.5%, n=4).

**Goal shoppers**

In this survey 56.1% of the goal shoppers are men (n=46) and 43.9% of the goal shoppers are women (n=36). Goal shoppers (41%, n=82) find shopping nice (61%, n=50), followed by important (19.5%, n=16), boring (15.9%, n=13) and not nice (3.7%, n=3). When they shop than plays time for most goal shoppers a role (57.3%, n=47), but there is also a large group of goal shoppers (42.7%, n=35) that indicate that time plays hardly a role. They will visit often the same shops (72%, n=59) and when they have shopped they will remember often all shops they have visited (82.9%, n=68). The majority (59.8%, n=49) comes sometimes home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive direction (65.9%, n=54) or it does not change at all (34.1%, n=28). Most goal shoppers (58.5%, n=48) do not make combination visits. And if they do they will make combination visits between shopping and visiting a restaurant or bar (37.8%, n=31). The reason of visit is shopping (54.9%, n=45), followed by grocery shopping (22%, n=18) and visiting a dining or drinking amenity (11%, n=9). The majority (59.8%, n=49) will visit the inner city of Rotterdam once a week and they find the retail supply (59.8%, n=49) the most attractive part of the inner city of Rotterdam. When they visit the inner city of Rotterdam they (78%, n=64) will buy something, there is only a small group of goal shoppers (22%, n=18) that indicated that they will not buy anything on the day that they were filling in the questionnaire.

The goal shoppers that were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes mainly at the Lijnbaan and the Hoogstraat. A conspicuous result is that in contrast to run shoppers they are shopping at the Koopgoot and they use it as a connection between the Lijnbaan and Hoogstraat. The goal shoppers that were questioned at the Hoogstraat indicate that they were shopping the past 30 minutes mainly at the main streets, like: the Hoogstraat, Meent and Lijnbaan.

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The coming 60 minutes the run shoppers that were questioned at the Lijnbaan indicate that they shop mostly on the same streets, but there is also a shift towards the Meent (East) and towards the Mauritsweg, Oude Binnenweg, Nieuwe Binnenweg (West). The run shoppers that were questioned at the Hoogstraat move in the opposite direction more likely towards the core of the inner city. On the question what they miss in the inner city of Rotterdam, most goal shoppers (56,1%, n=46) indicate that they do not miss anything, followed by dining and drinking amenities (20,7%, n=17), entertainment (12,2%, n=10) and retail (11%, n=9).

**Compulsive buyers**

In this survey 70% of the compulsive buyers are women (n=30) and 30% of the compulsive buyers are men (n=13). Compulsive buyers (21,5%, n=43) find shopping nice (67,4%, n=29) or exciting (32,6%, n=14). When they shop than plays time hardly a role (81,4%, n=35). They will visit sometimes the same shops (39,5%, n=17) and when they have shopped they will remember often all shops they have visited (67,4%, n=29). The majority (60,5%, n=26) comes sometimes home with unexpected buyings - products and articles that were not on their shopping list - and after they have bought something their state of mind changes in a positive direction (81,4%, n=35) or it does not change at all (18,6%, n=8). Most compulsive buyers (72,1%, n=31) make combination visits, especially between shopping and visiting a restaurant or bar (53,5%, n=23).

The reason of visit is shopping (48,8%, n=21), followed by looking around and relaxing (39,5%, n=17) and visiting a dining or drinking amenity (9,3%, n=4). The majority (60,5%, n=26) will visit the inner city of Rotterdam once a week and the other compulsive buyers (39,5%, n=17) will visit the inner city of Rotterdam twice a week. They find the retail supply (69,8%, n=30) the most attractive part of the inner city of Rotterdam. When they visit the inner city of Rotterdam they (79,1%, n=34) will buy something, there is only a small group of compulsive buyers (20,9%, n=9) that indicated that they will not buy anything on the day that they were filling in the questionnaire.

Compulsive buyers, which fall in the category of run shoppers who were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes only at the Lijnbaan and the Meent. The compulsive buyers, which fall in the category of run shoppers who were questioned at the Hoogstraat indicate that they were shopping the past 30 minutes at the Hoogstraat, Meent and a small part of the Lijnbaan. The coming 60 minutes both groups are moving towards the surrounding streets, but they will shop mainly at the same streets as before.

Compulsive buyers, which fall in the category of fun shoppers who were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes only at the Lijnbaan, Karel Doormanstraat, Meent and they shop at Rotterdam Plaza (shopping centre). The group who were questioned at the Hoogstraat area around the Meent, Hoogstraat, Haagseveer and a small part of the Lijnbaan. The coming 60 minutes this group of compulsive buyers , which fall in the category of fun shoppers who were questioned at the Lijnbaan is moving eastern towards the Koopgoot and the Hoogstraat. The group who were questioned at the Hoogstraat is moving the opposite direction towards the Karel Doormanstraat.

Compulsive buyers, which fall in the category of goal shoppers who were questioned at the Lijnbaan indicate that they were shopping the past 30 minutes especially at the main streets of the inner city: Lijnbaan, Meent and Hoogstraat. This is the same for compulsive buyers, which fall in the category of goal shoppers who were questioned at the Hoogstraat. The coming 60 minutes this group of compulsive buyers , which fall in the category of goal shoppers who were questioned at the Lijnbaan is moving western towards the Oude Binnenweg and the Nieuwe Binnenweg. This also applies for the
group who were questioned at the Hoogstraat. They also move towards the Oude Binnenweg and the Nieuwe Binnenweg, but they also stay at the area around the Lijnbaan.

On the question what they miss in the inner city of Rotterdam, most compulsive buyers (60.5%, n=26) indicate that they do not miss anything, followed by entertainment (18.6%, n=8), dining and drinking amenities (14%, n=6) and retail (7%, n=3).

**Similarities and differences**

Compulsive buyers show a lot of similarities with run-, fun- and goal shoppers. However there are also differences. The main differences and similarities are:

**Similarities**
- They all like to shop in the inner city of Rotterdam.
- They will remember often all shops they have visited.
- They come sometimes home with unexpected buyings.
- After they purchased something their state of mind changes in a positive direction.
- Most of them will visit the inner city of Rotterdam once a week.
- They find the retail supply the most attractive part of the inner city of Rotterdam.
- When they visit the inner city of Rotterdam they will buy something.
- They shop especially on the main shopping streets, like: the Lijnbaan, Meent and Hoogstraat.
- Most of them indicate that they do not miss any amenities in the inner city of Rotterdam.

**Differences**
- Most run- and goal shoppers are men and most fun shoppers and compulsive buyers are women.
- Time plays hardly a role for most fun shoppers and compulsive buyers. For most run- and goal shoppers it plays an important role.
- Most run-, fun and goal shoppers visit often the same shops. Compulsive buyers on the other hand visit sometimes the same shops.
- Most run and goal shoppers do not make combination visits. While most fun shoppers and compulsive buyers make combination visits between shopping and visiting a dining or drinking amenity.
- Most goal shoppers and compulsive buyers visit the inner city of Rotterdam for shopping. While most run shoppers are here for grocery shopping and most fun shoppers are here for looking around and relaxing.
- Most run- and goal shoppers are clustered around the Lijnbaan and Hoogstraat while most fun shoppers and compulsive buyers also shop at the surrounding streets and therefore is the range of fun shoppers and compulsive buyers much larger.

**Correlation**
The outcome of the bivariate correlation analysis shows that there are a lot of significant relationships between different variables. In total a couple of 9 moderate correlations could be explained:

- There is a moderate positive correlation between the role time plays and the opinion of the consumer about shopping. The accounted variability is 13.5%.
- There is a moderate positive correlation between the change in state of mind after the consumer has purchased something and the consumers opinion about shopping. The accounted variability is 11,0%.
- There is a moderate positive correlation between the opinion of the consumer about proposition 1 and the consumers opinion about shopping. The accounted variability is 9,4%.
- There is a moderate positive correlation between the opinion of the consumer about proposition 1 and unexpected buyings. The accounted variability is 18,4%.
- There is a moderate negative correlation between the opinion of the consumer about proposition 2 and the opinion of the consumer about proposition 1. The accounted variability is 11,2%.
- There is a moderate negative correlation between the reason to visit the inner city of Rotterdam and the reason to shop. The accounted variability is 13,7%.
- There is a moderate positive correlation between the visiting frequency and the consumers opinion about shopping. The accounted variability is 9,4%.
- There is a moderate negative correlation between the opinion of the consumer about what is most attractive in the inner city of Rotterdam and the change in state of mind after the consumer has purchased something. The accounted variability is 17,3%. something.
- There is a moderate negative correlation between the consumers opinion about what is missing in the inner city of Rotterdam and the consumers opinion about shopping. The accounted variability is 10,2%.
6 CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

In this study about the experience economy is tried by means of theoretical research and empirical research to give an answer on the question: ‘How are shopping experiences embedded in the inner city of Rotterdam and how does it affect the shopping behaviour of the modern consumer?’

The experience society can be said to be a continuation of the service society. The emphasis is now placed on the experience dimension. It seems that the experience economy is of an earlier date as the authors Joseph Pine and James Gilmore (1999) claimed in their book: ‘The Experience Economy’. In 1962, the psychologist Maslow constructed his model of personal growth, an anthropology of stratifies motivation. Someone may achieve satisfaction on higher level, only if the lower, preceding level has been satisfactorily gratified. The concept of the experience economy has turned this growth model upside down. In 1977, the architect-theoretician Koolhaas predicted the rise of a new type of architectural experience. In skyscrapers each artificial level is treated as a virgin site to establish a private domain, a cumulation of bloated private realms, each with a different life style. In 1992, the German sociologist Gerhard Schulze presented his socio-cultural study: Die Erlebnisgesellschaft [The Experience Society]. For Schulze the Experience Society represents an inner directed society with people uncertain about what they want, quite different from its forbear the Modern Society inhabited by strong egos busy with shaping the external conditions in a way to get what they already want. Thus, much earlier than Pine and Gilmore indicate, Maslow, Koolhaas and Schulze analyzed the development of a new, flexible consumerist culture in which anything is shopped’ (Kooijman and Sierksma, 2007a, pp.514).

Pine and Gilmore (1999) state that experiences are fourth in a chain of development stages. They have emerged after commodities, goods/products, and services have come into use. Each new stage makes the former obsolete. In this theoretical perspective ‘The Experience Society’ is inhabited by the strong egos as mentioned before. The goals of the consumers are predetermined and are done out of necessity, as with run- and goal shoppers. They know what they want, the only question is how do they achieve their goals within the time. This rational shopping is related to the inner city of Rotterdam in the fifties and sixties (Kooijman, 2009, pp.161).

Rotterdam has a relatively young inner city. The years between 1940 and 2010 were in the sign of the reconstruction of the inner city. This ‘Basis plan’ forms the basis of the current inner city of Rotterdam. The ‘Basis plan’ was presented in 1946 by C. van Traa. The main characteristic of his plan were the division of the city in districts with their own destination, clearly separated by lines (the streets). In the vision of Van Traa should the inner city of Rotterdam focus on offices, retail and entertainment. Living and industry are placed on the edge of the city. The dwellings were planned in spacious, green districts. This idea resulted in a sparse population in the inner city. In this ‘new’ city were there various functions like: shopping, working, recreation and living were clustered per destination. The ‘retail city’ with retail, entertainment and dining was built around the Lijnbaan and the Laurenskwartier. The cultural services were created at the Schouwburgplein. These areas were separated from each other by wide streets.

An important objective of the ‘Basis plan’ was scale-enlargement. Rotterdam must offer space for large buildings blocks that were placed next to wide boulevards. The traffic circulation system was one of the main pillars of the ‘Basis plan’. Rotterdam has to be good accessible by lorries, but there
must also be enough space for pedestrians. Also in the traffic was a clear division: pedestrians and cars, expedition and other traffic were separated. This has lead to the introduction of new traffic typologies like the expedition streets, inner courts and pedestrian areas. In 1953 was in Rotterdam the ‘Lijnbaan’ established. The Lijnbaan is an ensemble of retail, housing and public space, designed by Van den Broek & Bakema. The Lijnbaan was in that time for diverse reasons a remarkable complex. Firstly because of the so-called European debut of the American retail-walking street, secondly because of the modern design of areas and buildings and thirdly because it was one of the first large ensembles of the inner city of Rotterdam (Lantermans, 1955, pp.55-83).

In the fifties and sixties shops were scattered around the inner city of Rotterdam. Probably in the fifties and sixties consumers made many impulsive purchases. Different kind of shops were deliberately spread over the inner city of Rotterdam. A leisure stroke was considered to link these ‘destinations’. The results of the survey held in May 2010 indicate that the majority of the run shoppers (73,3%, n=22) and goal shoppers (59,8%, n=49) come sometimes home with unexpected buyings (products and articles that were not on their shopping list). When run shoppers have made a purchase their state of mind changes in a positive direction (63,3%, n=19) or it does not change at all (36,7%, n=11). This result is almost the same for goal shoppers, after an purchase their state of mind changes in a positive direction (65,9%, n=54) or it does not change at all (34,1%, n=28).

Within the available shopping time run- and goal shoppers have they have to achieve a result (to buy something). Time plays for run shoppers (66,7%, n=20) and important role. For goal shoppers this role is smaller because most goal shoppers (57,3%, n=47) indicate that time plays an important role, but there is also a large group of goal shoppers (42,7%, n=35) for whom time plays hardly a role. The majority of the run shoppers (76,7%, n=23) reported in the survey that they will buy something on the day of the interview. This percentage is also high for goal shoppers (78%, n=64).

In the second half of the sixties began among residents and city government dissatisfaction to arise over the urban environment. Rotterdam was considered by many as cheerless because there was little urban liveliness. The negative image of Rotterdam as a too large and uninviting city was confirmed by the research of Wentholt (1968). Wentholt bases his study on a sample survey under one hundred locals, and a series of interviews with twenty-five Rotterdam notables. As result came an overwhelming negative assessment forward about the city of Rotterdam:

‘De vaakst genoemde redenen van het onbehagen met het centrum betroffen de ongezelligheid van de sfeer in de binnenstad: de onpersoonlijkheid, kaalheid, stijfheid, zakelijkheid van het uiterlijk, het algehele voorkomen van de binnenstad, de wijdheid van de straten, de lelijkheid, de plompheid en massiviteit van de gebouwen, de lege ruimten, de dode plekken en het gebrek aan intimiteit’.

[The most frequently cited reasons for the discontent with the center were the uncomfortable nature of the atmosphere in the city, the impersonality, baldness, coldness, stiffness, the appearance of objectivity, the overall appearance of the city, the wideness of the streets, the ugliness, clumsiness and massiveness of the buildings, the empty spaces, the dead spots and the lack of intimacy] (Wentholt, 1968, pp.35-36).

This criticism about the atmosphere and appearance of the inner city is not reflected in the results of the survey. Because the variables atmosphere and appearance score very positive among all respondents. Run shoppers (15%, n=30) gave an average of 7,2 for atmosphere and a 7,1 for
appearance. Goal shoppers (41%, n=82) gave an average of 6.9 for atmosphere and a 6.8 for appearance.

According to Bilsen et al. (2004) have run- and goal shoppers the expressed desire for parking facilities (Bilsen et al, 2004, pp.644). The parking supply in the inner city of Rotterdam scores not very high. Run shoppers gave an average of 6.2 and goal shoppers gave an average of 6.4 for the parking facilities in the inner city of Rotterdam.

Schulze’s definition is quite different from the definition of Pine and Gilmore (1999). For Schulze the Experience Society represents an inner directed society with people uncertain about what they want. This social uncertainty can be linked to compulsive buyers and fun shoppers because research shows that for both the act of shopping only produces an emotion of satisfaction during a short period of time (Kooijman, 2009, pp.170). These psychological problems exist when consumers feel a possible thrill of ordinary impulsive buying. This is a sense of a shopping buzz, which many of us may experience occasionally. Consumers that experience this buzz all the time are called compulsive buyers. This shift from recreational aspects of shopping, relaxation and leisure to mere emotional behaviour (buzz all the time) that may, for some individuals, develop into an experience which is related to stress. So, while enjoyment and emotional involvement play an important role in both ordinary and compulsive buying, excitement can take on extreme forms for compulsive buyers. This dimension of compulsive buying is also linked to mood, in the sense that people try to manage and change negative feelings (Coombs, 2004, pp.435). This also has to do with social uncertainty. And this uncertainty is precisely the definition of ‘experience’ by the German sociologist Schulze.

In this theoretical perspective ‘The Experience Society’ is inhabited by weak egos likely to use buying goods as an identity-seeking strategy who are trying to find temporary securities in the retail supply (guarantees, brands, advice from the shop staff, services before and after the purchase, themes, etc.). The goals of the consumer are not predetermined, as with fun shoppers and compulsive buyers. They do not know what they want but within the time they have to achieve a result (to buy something). This irrational shopping is related to the inner city of Rotterdam in the nineties till now. In 1987 by order of the Rotterdam city council were two papers (‘Vernieuwing van Rotterdam’ and ‘Nieuw Rotterdam’) published which are generally regarded as a turning point in the policy of the city. In both papers revives the vision of Rotterdam as a metropolis and there is a strong focus on the city image. A good design of public space and appealing architecture make Rotterdam as a city more attractive to live, work, recreate and to invest in. This is done by new projects, like the Koopgoot.

In 1996 was the Koopgoot realized in the form of an underground passageway. The Koopgoot connects the two main shopping streets of Rotterdam, namely the Lijnbaan and the Hoogstraat on the west- and eastside of the Coolsingel. This busy traffic route is a barrier for pedestrians. The pedestrian passage connects to subway station Beurs and gives direct access to the basement levels of the Bijenkorf, V&D and Hema. The Koopgoot was made to improve the quality of the shopping area in the inner city of Rotterdam. The Koopgoot was already referred in the ‘Basis plan’ of van Traa in 1946 (Kooijman, 1999, pp.158).

In the current situation offers the leisure sector the city great chances. Economically seen grows the leisure sector into the third pillar of the city, after mainport and business services. The leisure economy has developed to a sector with its own dynamic and is focused on the market of experiences. These experiences exist through themes and clusters. These themes have the purpose to increase the experience of Rotterdam and to realize an urban identity. These themes can be
typical ‘Rotterdam’ or ‘Metropolitan’ (OBR, 2005, pp.7). The metropolitan themes are: ‘Culture- and
festival city’, ‘City of sport’, ‘City of shopping’, ‘City of going out’ and ‘City history’. The typical
‘Rotterdam’ themes are: Harbor/water/maritime, Architecture/modern/international,
Young/innovative, Multi- cultural and Film/audiovisual. Because there are different clusters in
Rotterdam there is a shift in the supply of the inner city of Rotterdam. Most retail at the Lijnbaan and
Hoogstraat today is clustered in the category of ‘Mode & Luxe’, quite different in comparison to the
spread in the fifties and sixties. Theming combined with parking facilities will facilitate the new
shopping behaviour of the experience society.

Rotterdam has 587,161 inhabitants at the beginning of 2009 and is therefore an attractive outlet for
leisure suppliers and retailers. The number of visitors that is estimated for the whole shopping area is
560,000 visitors a week. Monday is the most quiet day of the week and Friday and Saturday are the
busiest days of the week. Rotterdam has also different events and attractions that draws a lot of
people to the city. In 2008 a total number of 3,645,000 people visited the events and a total number
of 3,607,462 people visited the attractions in Rotterdam.

Fun shoppers and compulsive buyers do not know what they want but within the available shopping
time they have to buy something. Therefore, they want to get as fast and efficient to the inner city of
Rotterdam. Time plays hardly a role for fun shoppers (81,8%, n=72) and compulsive buyers (81,4%,
n=35). Most fun shoppers (41%, n=36) and compulsive buyers (46,5%, n=20) go by car to the inner
city of Rotterdam. They assessed the accessibility of the inner city of Rotterdam positive. Fun
shoppers gave an average of 7,1 for accessibility and compulsive buyers gave an 7,2.

In the current situation, the retail supply is the most important crowd puller of the inner city. This is
supported by the results of the survey. Run shoppers gave an average of 7,1, fun shoppers an
average of 7,6, goal shoppers gave an average of 7,5, and compulsive buyers gave an average of 7,4.
Most retail supply is located in the Lijnbaankwartier, clustered around the Beurstraverse and the
Lijnbaan. This area has an upper regional service area and attracts a lot of visitors from outside
Rotterdam. Next to shopping are there also diverse going out clusters in the area. The prominent
going out areas are situated around the Stadhuisplein, the Kruiskade and the Schouwburgplein.
These clusters form - together with the Delftsestraat - the prominent leisure areas in the inner city.
These clusters attract visitors during the day and evening as well as by night and provide for livability
in the inner city of Rotterdam.

The OBR (2004) studied the synergy effects between retail and leisure in Rotterdam. The research
showed a large share of combination visits between visiting a terrace and fun shopping, and between
dining and fun shopping. These results are partly supported by the results of the survey. Because it
shows that most run shoppers (76,6%, n=23) and goal shoppers (58,5%, n=48) do not make
combination visits. While most fun shoppers (77,3%, n=68) and compulsive buyers (72,1%, n=31)
make combination visits. Most fun shoppers (51,1%, n=45) and compulsive buyers (53,5%, n=23)
make combination visits between shopping and visiting a bar of restaurant. Part of this high level of
synergy can be explained by the fact that most restaurants, bars and retail are located in the inner
city of Rotterdam. The high level of combination visits means that the presence of restaurants and
bars leads to a significant additional footfall for the retail function in the inner city of Rotterdam.

Regardless of the pleasure and excitement that people may or may not experience during shopping,
there is a real sense in which buying goods can provide instrumental gains and act as an outward
signal of achievement. This implies that the association between a person and certain goods can
indeed increase other’s perceptions of their social status and achievements. This would imply that
the types of goods that compulsive buyers purchase are important (Coombs, 2004, pp.437-442). The majority of the compulsive buyers (79,1%, n=34) reported in the survey that they will buy something on the day of the interview. This percentage is not so high for fun shoppers (55,7%, n=49). Compulsive buyers seek identity through consumption and experience more extreme emotions, and they have greater positive mood shifts during buying than ordinary buyers (Coombs, 2004, pp.442). The majority of the compulsive buyers (81,4%, n=35) reported in the survey that after a purchase their state of mind changes in a positive direction. However, this is also the case for fun shoppers (83%, n=73). But less for run shoppers (63,3%, n=19) and goal shoppers (65,9%, n=54).

According to Bilsen et al. (2004) are fun shoppers and compulsive buyers sensitive to a more luxurious shopping atmosphere (Bilsen et al, 2004, pp.644). The atmosphere is assessed by fun shoppers with an average of 7,2 and by compulsive buyers with an average of 7,0. Compulsive buyers show a lot of similarities with run-, fun- and goal shoppers. However there are also differences. The main differences and similarities are:

**Similarities**
- They all like to shop in the inner city of Rotterdam.
- They will remember often all shops they have visited.
- They come sometimes home with unplanned buyings.
- After they purchased something their state of mind changes in a positive direction.
- Most of them will visit the inner city of Rotterdam once a week.
- They find the retail supply the most attractive part of the inner city of Rotterdam.
- When they visit the inner city of Rotterdam they will buy something.
- They shop especially on the main shopping streets, like the Lijnbaan, Meent, and Hoogstraat.
- Most of them indicate that they do not miss any amenities in the inner city of Rotterdam.

**Differences**
- Most run- and goal shoppers are men and most fun shoppers and compulsive buyers are women.
- Time plays hardly a role for most fun shoppers and compulsive buyers. For most run- and goal shoppers it plays an important role.
- Most run-, fun and goal shoppers visit often the same shops. Compulsive buyers on the other hand visit only sometimes the same shops.
- Most run and goal shoppers do not make combination visits. While most fun shoppers and compulsive buyers make combination visits between shopping and visiting a dining or drinking amenity.
- Most goal shoppers and compulsive buyers visit the inner city of Rotterdam for shopping. While most run shoppers are here for grocery shopping and most fun shoppers are here for looking around and relaxing.
- Most run- and goal shoppers are clustered around the Lijnbaan and Hoogstraat while most fun shoppers and compulsive buyers also shop at the surrounding streets and therefore is the range of fun shoppers and compulsive buyers much larger.
6.2 Recommendations for further research

This graduation study is based on a literature research and a practical survey. For the survey 200 respondents have filled in a questionnaire. In this questionnaire they answered questions about their shop behaviour, visiting motive and they could give grades for different qualities of the inner city of Rotterdam. Also they had to draw on a map where they were the past 30 minutes and where they were going the next 60 min. This paragraph will point out several recommendations for further research. In appendix IV, this research will be evaluated.

Further research

The first recommendation focuses on compulsive buying. The key factor that seems to motivate the behaviour for compulsive buyers is social uncertainty and mood enhancement, i.e. to overcome stress and anxiety. For further research I would recommend that the consumer’s mood will be more reflected in the questionnaire.

The second recommendation focuses also on compulsive buying. Compulsive buyers are trying to find temporary securities in the retail supply. For further research I would recommend that questions about guarantees, brands and advice from the staff are more reflected in the questionnaire.

The third and last recommendation focuses on tracking the respondents movement by using a GPS device. GPS tracking offers a new layer which provides insight in processes and actual movement of people. In particular it adds an important temporal dimension to research in urban design primarily focusing on spatial patterns.

The contribution of GPS to traditional methods of urban research can be valued from three angles: visualization, accuracy validation of other research techniques. Visualization plays a very important role in dealing with tracking data. In the processing stage it is important in case of manual validation of data. In the interpretation and analysis stage it is important as a tool for analysis. With regard to accuracy, GPS is proving to be significantly more accurate for registering routes and activity locations than post-hoc mapping or diary taking by participants. Limitations are: quality of GPS receivers, battery life time, time to fix, accuracy of reception and avoiding blur and fragments. (Spek et al., 2009, pp.3033-3055).
BIBLIOGRAPHY


APPENDICES

Appendix I: Questionnaire
Appendix II: Response
Appendix III: Bivariate correlation analysis
Appendix IV: Evaluation
# Appendix I
## Questionnaire

<table>
<thead>
<tr>
<th>Enquête gegevens</th>
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<td>Dag:</td>
</tr>
<tr>
<td>Ma    Vr</td>
</tr>
<tr>
<td>Tijdstip:</td>
</tr>
<tr>
<td>12.00-17.00 uur</td>
</tr>
<tr>
<td>Aanspreekpunt:</td>
</tr>
<tr>
<td>Lijnbaan Hoogstraat</td>
</tr>
</tbody>
</table>

### Introductie

Goedendag,

Mijn naam is Daniel Spiessens en ik ben student aan de TU Delft. Voor mijn afstudeeronderzoek doe ik onderzoek naar de wensen en behoeften van het winkelend publiek in de binnenstad van Rotterdam. Mag ik u in dit verband enkele vragen stellen? U blijft anoniem en het zal slechts enkele minuten duren.

<table>
<thead>
<tr>
<th>Sekse:</th>
<th>Man</th>
<th>Vrouw</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leeftijd:</td>
<td>18-35</td>
<td>36-55</td>
</tr>
<tr>
<td>Vervoersmiddel:</td>
<td>Auto</td>
<td>Openbaar Vervoer</td>
</tr>
</tbody>
</table>

1. Is dit de eerste keer dat u hier komt winkelen?
   - Ja → 'Bedankt voor uw tijd', invullen op non-respons-formulier en einde enquête.
   - Nee → Vervolg enquête.

### Winkelgedrag

2. Ik vind winkelen:
   - Opwindend
   - Leuk
   - Belangrijk
   - Saai
   - Niet leuk

3. Ik winkel meestal alleen...
   - Om boodschappen te doen
   - Om rond te kijken en te ontspannen
   - Om doelgericht iets te kopen
   - Weet niet

4. Als ik winkel speelt tijd...
   - Nauwelijks een rol
   - Wel degelijk een rol
   - Weet niet

5. Als ik winkel bezoek ik...
   - Vaak dezelfde winkels
   - Soms dezelfde winkels
   - Zelden dezelfde winkels
   - Weet niet

6. Als ik heb gewinkeld, dan herinner ik mij...
   - Vaak alle winkels die ik heb bezocht
   - Soms alle winkels die ik heb bezocht
   - Zelden alle winkels die ik heb bezocht
   - Weet niet

7. Ik kom...
   - Vaak met onverwachte aankopen thuis
   - Soms met onverwachte aankopen thuis
   - Zelden met onverwachte aankopen thuis
   - Weet niet
8. Nadat ik een aankoop heb gedaan...
   - Verandert mijn gemoedstoestand in positieve richting [ ]
   - Verandert mijn gemoedstoestand in negatieve richting [ ]
   - Verandert mijn gemoedstoestand niet [ ]

9. Als ik winkel combineer ik bezoeken...
   - Ja, namelijk tussen:
     - Winkelen en horeca [ ]
     - Horeca en entertainment [ ]
     - Entertainment en winkelen [ ]
   - Nee [ ]
   - Weet niet [ ]

10. Ik wil u twee stellingen voorleggen en vragen in hoeverre u het ermee eens bent:
    Stelling 1:
    Winkelen is altijd een beetje opwindend. Vooral vooraf als ik plannen maak. Ik móet dan wat gaan kopen, het is een innerlijke drang. Nadat ik in die winkel geweest ben, neemt dat gevoel snel weer af. Dan kijk ik al uit naar de volgende keer. Wat ik koop, maakt eigenlijk niet zoveel uit.
    - Eens [ ]
    - Oneens [ ]
    - Niet eens / niet oneens [ ]
    - Weet niet [ ]

    Stelling 2:
    Als ik naar dit winkelcentrum ga, heb ik altijd een boodschappenlijstje bij me. Ik heb altijd een specifiek doel voor ogen. De dingen die ik wil kopen, heb ik opgeschreven of zitten in mijn hoofd. Ze moeten nuttig zijn, anders is het zonde van het geld. Ik gebruik ze tot ze op of versleten zijn, pas dan wordt het tijd om weer boodschappen te gaan doen.
    - Eens [ ]
    - Oneens [ ]
    - Niet eens / niet oneens [ ]
    - Weet niet [ ]

Bezoek

11. Wat is overwegend de reden van uw bezoek?
    - Winkelen [ ]
    - Boodschappen doen [ ]
    - Bezoek horeca of andere voorziening [ ]
    - Bezoek entertainment [ ]
    - Om rond te kijken en te ontspannen [ ]
    - Weet niet [ ]

12. Kunt u aangeven hoe vaak u hier ongeveer komt?
    - Eén keer per week [ ]
    - Twee keer per week [ ]
    - Eén keer per maand [ ]
    - Minder dan één keer per maand [ ]
    - Weet niet [ ]

13. Wat vindt u zo aantrekkelijk aan de binnenstad van Rotterdam?
    - Makkelijk bereikbaar [ ]
    - Goede parkeervoorziening [ ]
    - Goed winkelaanbod [ ]
    - Goed horeca-aanbod [ ]
    - Goed entertainment aanbod [ ]
    - Goede sfeer [ ]
    - Veiligheid [ ]
    - Weet niet [ ]

14. Heeft u vandaag al iets gekocht?
    - Ja [ ]
    - Weet niet [ ]
    - Nee, en ga ook niets kopen [ ]
    - Nee, maar ben van plan om vandaag nog iets te kopen [ ]

15. Kunt u aangeven op de kaart waar u de afgelopen 30 min. bent geweest?
    - Ja ➔ invullen op de kaart [ ]
    - Weet niet [ ]
    - Nee [ ]
16. Kunt u aangeven op de kaart waar u de komende 60 min. naar toe gaat?

☐ Ja → invullen op de kaart  ☐ Weet niet

☐ Nee

17. Wat is uw rapportcijfer voor:

(omcirkelen van een cijfer waarbij 1 het laagst is en 10 het hoogst)

A: De bereikbaarheid?  1-2-3-4-5-6-7-8-9-10

B: De parkeervoorziening?  1-2-3-4-5-6-7-8-9-10

18. Wat is uw rapportcijfer voor:

(omcirkelen van een cijfer waarbij 1 het laagst is en 10 het hoogst)

A: Het winkelaanbod?  1-2-3-4-5-6-7-8-9-10

B: Het horeca-aanbod?  1-2-3-4-5-6-7-8-9-10

C: Het entertainment-aanbod?  1-2-3-4-5-6-7-8-9-10

19. Wat is uw rapportcijfer voor:

(omcirkelen van een cijfer waarbij 1 het laagst is en 10 het hoogst)

A: De sfeer?  1-2-3-4-5-6-7-8-9-10

B: De veiligheid?  1-2-3-4-5-6-7-8-9-10

C: De uitstraling?  1-2-3-4-5-6-7-8-9-10

20. Kunt u aangeven wat u mist in dit winkelgebied

☐ Winkels  ☐ Niets

☐ Horeca  ☐ Weet niet

☐ Entertainment

Hiermee bent u aan het einde van de vragenlijst gekomen. Ik wil u bedanken voor uw medewerking.
Appendix II  Response
In total 200 consumers have filled in the survey. Most of these 200 consumers were female (n=104) and most consumers fell in the age-category 18-35 (n=99), followed by 35-55 (n=60) and above 56 (n=41). For transportation they choose the car (n=97), followed by the bike (n=40), public transport (n=37) or they will walk to the inner city of Rotterdam (n=26). In the figure below fout! Verwijzingsbron niet gevonden. you can see an overview of the consumers that filled in the survey. This overview is specified by transportation, age, location, gender and day.

<table>
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If we zoom in into the data we can see that most female in the age-category 18-35 (n=26) will go by car to the inner city of Rotterdam. This is also the case in the age-category 35-55 (n=18). In the age-category above 56 is this the opposite, most male will go by car to the inner city of Rotterdam (n=14). If we look at public transport than both in the age-categories 18-35 (n=10) and 35-55 (n=5), male are the largest group. In the age-category above 56 is this the opposite, most female will go by public transport to the inner city of Rotterdam (n=13). By bike in the age-category 18-35 most male are going by bike to the inner city of Rotterdam (n=12). In the age-categories 35-55 (n=11) and above 56 (n=4) is this the opposite, most female will go by bike to the inner city of Rotterdam. If we look at walking to the inner city of Rotterdam than in the age-categories 18-35 (n=11) and 35-55 (n=3) most female will walk. In the age-category above 56 there is no distinction in gender because the amount is the same (n=2).
Appendix III  Bivariate correlation analysis
The outcome of the bivariate correlation analysis shows that:
- There is a significant relationship between the consumers opinion about shopping and the day that the consumer was interviewed, $r=-.188$; the consumers opinion about shopping is also correlated with the gender of the consumer, $r=-.286$ (all $p$ (two-tailed) $<.01$).
- There is a significant relationship between the role time plays and the gender of the consumer, $r=-.186$; the role time plays is also correlated with the transportation of the consumer, $r=-.258$ and the opinion of the consumer about shopping, $r=.368$ (all $p$ (two-tailed) $<.01$).
- There is a significant relationship between how often the consumer visits the same shops and the age of the consumer, $r=-.140$, $p$ (two-tailed) $<.05$; how often the consumer visits the same shops is also correlated with the transportation of the consumer, $r=.159$, $p$ (two-tailed) $<.05$ and the reason to shop, $r=-.224$, $p$ (two-tailed) $<.01$.
- There is a significant relationship between remembering shops that were visited by the consumer and the consumers opinion about shopping, $r=-.203$, $p$ (two-tailed) $<.01$.
- There is a significant relationship between unexpected buyings and the consumers opinion about shopping, $r=.233$, $p$ (two-tailed) $<.01$; unexpected buyings is also correlated with the reason to shop, $r=.179$, $p$ (two-tailed) $<.05$ and the role that time plays during shopping, $r=.234$, $p$ (two-tailed) $<.01$.
- There is a significant relationship between the change in state of mind after the consumer has purchased something and the gender of the consumer, $r=-.250$; the change in state of mind after the consumer has purchased something is also correlated with the consumers opinion about shopping, $r=.331$ (all $p$ (two-tailed) $<.01$).
- There is a significant relationship between the making of combination visits and the age of the consumer, $r=.181$, $p$ (two-tailed) $<.05$; the making of combination visits is also correlated with the consumers opinion about shopping, $r=.206$, $p$ (two-tailed) $<.01$ and remembering shops that were visited by the consumer, $r=.243$, $p$ (two-tailed) $<.01$ and the change in state of mind after the consumer has purchased something, $r=.259$, $p$ (two-tailed) $<.01$.
- There is a significant relationship between the opinion of the consumer about proposition 1 and the gender of the consumer, $r=-.192$; the opinion of the consumer about proposition 1 is also correlated with the consumers opinion about shopping, $r=.306$ and the reason to shop, $r=.221$ and the role time plays, $r=.251$ and unexpected buyings, $r=.429$ and the change in state of mind after the consumer has purchased something, $r=.194$ (all $p$ (two-tailed) $<.01$).
- There is a significant relationship between the opinion of the consumer about proposition 2 and the gender of the consumer, $r=.191$; the opinion of the consumer about proposition 2 is also correlated with the consumers opinion about shopping, $r=-.227$ and the role time plays, $r=-.200$ and the opinion of the consumer about proposition 1, $r=-.334$ (all $p$ (two-tailed) $<.01$).
- There is a significant relationship between the reason to visit the inner city of Rotterdam and the reason to shop, $r=-.370$, $p$ (two-tailed) $<.01$; between the reason to visit the inner city of Rotterdam is also correlated with the role time plays, $r=.146$, $p$ (two-tailed) $<.05$ and how often the consumer visits the same shops, $r=.164$, $p$ (two-tailed) $<.05$ and unexpected buyings , $r=-.250$, $p$ (two-tailed) $<.01$ and the opinion of the consumer about proposition 1, $r=-.188$, $p$ (two-tailed) $<.01$.
- There is a significant relationship between the visiting frequency and the consumers opinion about shopping, $r=.307$; the visiting frequency is also correlated with the reason to shop, $r=.210$ (all $p$ (two-tailed) $<.01$).
- There is a significant relationship between the opinion of the consumer about what is most attractive in the inner city of Rotterdam and the gender of the consumer, $r=.212$, $p$ (two-tailed) $<.01$;
the opinion of the consumer about what is most attractive in the inner city of Rotterdam is also correlated with how often the consumer visits the same shops, \( r = -0.151, p \) (two-tailed) < .05 and the change in state of mind after the consumer has purchased something, \( r = -0.416, p \) (two-tailed) < .01 and the making of combination visits, \( r = -0.235, p \) (two-tailed) < .01.

- There is a significant relationship between the consumer already bought something on the day of the interview and the reason to shop, \( r = -0.175, p \) (two-tailed) < .05; the consumer already bought something on the day of the interview is also correlated with the reason to visit the inner city of Rotterdam, \( r = 0.269, p \) (two-tailed) < .01.

- There is a significant relationship between the consumers opinion about what is missing in the inner city of Rotterdam and the day that the consumer was interviewed, \( r = -0.153, p \) (two-tailed) < .05; the consumers opinion about what is missing in the inner city of Rotterdam is also correlated with the consumers opinion about shopping, \( r = -0.319, p \) (two-tailed) < .01 and remembering shops that were visited by the consumer, \( r = 0.282, p \) (two-tailed) < .01 and the visiting frequency \( r = -0.146, p \) (two-tailed) < .05.

**Interpretation**

Caution must be taken when interpreting the correlation coefficients because they give no indication of the direction of causality. When interpreting Pearson’s correlation coefficients than counts that:

- till .3 is a weak correlation;
- till .5 is a weak till moderate correlation;
- till .8 is a moderate till strong correlation;
- above .8 is a strong correlation.

In the outcome of the bivariate correlation analysis are most correlations weak till moderate. Although we cannot make direct conclusions about causality, we can take the correlation coefficient a step further by squaring it. The correlation coefficient squared (known as the coefficient of determination, \( r^2 \)) is a measure of the amount of variability in one variable that is explained by the other. For all significant relationships is the coefficient of determination, \( r^2 \), calculated below:

- There is a significant relationship between the consumers opinion about shopping and the day that the consumer was interviewed, \( r^2 = -0.035 \); the consumers opinion about shopping is also correlated with the gender of the consumer, \( r^2 = -0.082 \).
- There is a significant relationship between the role time plays and the gender of the consumer, \( r^2 = -0.035 \); the role time plays is also correlated with the transportation of the consumer, \( r^2 = -0.067 \) and the opinion of the consumer about shopping, \( r^2 = 0.135 \).
- There is a significant relationship between how often the consumer visits the same shops and the age of the consumer, \( r^2 = -0.020 \); how often the consumer visits the same shops is also correlated with the transportation of the consumer, \( r^2 = 0.025 \) and the reason to shop, \( r^2 = -0.050 \).
- There is a significant relationship between remembering shops that were visited by the consumer and the consumers opinion about shopping, \( r^2 = -0.041 \).
- There is a significant relationship between unexpected buyings and the consumers opinion about shopping, \( r^2 = 0.054 \); unexpected buyings is also correlated with the reason to shop, \( r^2 = 0.032 \) and the role that time plays during shopping, \( r^2 = 0.055 \).
- There is a significant relationship between the change in state of mind after the consumer has purchased something and the gender of the consumer, \( r^2 = -0.063 \); the change in state of mind after the consumer has purchased something is also correlated with the consumers opinion about shopping,
There is a significant relationship between the making of combination visits and the age of the consumer, $r^2=.033$; the making of combination visits is also correlated with the consumers opinion about shopping, $r^2=.042$, and remembering shops that were visited by the consumer, $r^2=.059$ and the change in state of mind after the consumer has purchased something, $r^2=.067$.

There is a significant relationship between the opinion of the consumer about proposition 1 and the gender of the consumer, $r^2=-.037$; the opinion of the consumer about proposition 1 is also correlated with the consumers opinion about shopping, $r^2=.094$ and the reason to shop, $r^2=.049$ and the role time plays, $r^2=.063$ and unexpected buyings, $r^2=.184$ and the change in state of mind after the consumer has purchased something, $r^2=.038$.

There is a significant relationship between the opinion of the consumer about proposition 2 and the gender of the consumer, $r^2=.036$; the opinion of the consumer about proposition 2 is also correlated with the consumers opinion about shopping, $r^2=.052$ and the role time plays, $r^2=.040$ and the opinion of the consumer about proposition 1, $r^2=-.112$.

There is a significant relationship between the reason to visit the inner city of Rotterdam and the reason to shop, $r^2=-.137$; between the reason to visit the inner city of Rotterdam is also correlated with the role time plays, $r^2=-.021$ and how often the consumer visits the same shops, $r^2=.027$ and unexpected buyings, $r^2=-.063$ and the opinion of the consumer about proposition 1, $r^2=-.035$.

There is a significant relationship between the visiting frequency and the consumers opinion about shopping, $r^2=.094$; the visiting frequency is also correlated with the reason to shop, $r^2=.044$.

There is a significant relationship between the consumers opinion about what is most attractive in the inner city of Rotterdam and the gender of the consumer, $r^2=.045$; the opinion of the consumer about what is most attractive in the inner city of Rotterdam is also correlated with how often the consumer visits the same shops, $r^2=-.023$ and the change in state of mind after the consumer has purchased something, $r^2=-.173$ and the making of combination visits, $r^2=-.055$.

There is a significant relationship between the consumer already bought something on the day of the interview and the reason to shop, $r^2=-.031$; the consumer already bought something on the day of the interview is also correlated with the reason to visit the inner city of Rotterdam, $r^2=.072$.

There is a significant relationship between the consumers opinion about what is missing in the inner city of Rotterdam and the day that the consumer was interviewed, $r^2=-.023$; the consumers opinion about what is missing in the inner city of Rotterdam is also correlated with the consumers opinion about shopping, $r^2=-.102$ and remembering shops that were visited by the consumer, $r^2=.080$ and the visiting frequency $r^2=-.021$.

Relevance and conclusions

There is a weak negative correlation between the consumers opinion about shopping and the day that the consumer was interviewed. This correlation is not really relevant because the accounted variability is 3,5%. This means that only 3,5% of the variance of the consumers opinion about shopping can be explained by the day that the consumer was interviewed.

There is a weak negative correlation between the consumers opinion about shopping and the gender of the consumer. This correlation is not really relevant because the accounted variability is 8,2%. This means that only 8,2% of the variance of the consumers opinion about shopping can be explained by the gender of the consumer.

There is a weak negative correlation between the role time plays and the gender of the consumer. This correlation is not really relevant because the accounted variability is 3,5%. This means that only
3.5% of the variance of role time plays can be explained by the gender of the consumer. There is a weak negative correlation between the role time plays and the transportation of the consumer. This correlation is not really relevant because the accounted variability is 6.7%. This means that only 6.7% of the variance of role time plays can be explained by the transportation of the consumer.

There is a moderate positive correlation between the role time plays and the opinion of the consumer about shopping. This correlation is relevant because the accounted variability is 13.5%. This means that 13.5% of the variance of role time plays can be explained by the opinion of the consumer about shopping.

There is a weak negative correlation between how often the consumer visits the same shops and the age of the consumer. This correlation is not really relevant because the accounted variability is 2.0%. This means that only 2.0% of the variance of how often the consumer visits the same shops can be explained by the age of the consumer.

There is a weak positive correlation between how often the consumer visits the same shops and transportation of the consumer. This correlation is not really relevant because the accounted variability is 2.5%. This means that only 2.5% of the variance of how often the consumer visits the same shops can be explained by transportation of the consumer.

There is a weak negative correlation between how often the consumer visits the same shops and the reason to shop. This correlation is not really relevant because the accounted variability is 5.0%. This means that only 5.0% of the variance of how often the consumer visits the same shops can be explained by the reason to shop.

There is a weak negative correlation between remembering shops that were visited by the consumer and the consumers opinion about shopping. This correlation is not really relevant because the accounted variability is 4.1%. This means that only 4.1% of the variance of remembering shops that were visited by the consumer can be explained by the consumers opinion about shopping.

There is a weak positive correlation between unexpected buyings and the consumers opinion about shopping. This correlation is not really relevant because the accounted variability is 5.4%. This means that only 5.4% of the variance of unexpected buyings can be explained by the consumers opinion about shopping.

There is a weak positive correlation between unexpected buyings and the reason to shop. This correlation is not really relevant because the accounted variability is 3.2%. This means that only 3.2% of the variance of unexpected buyings can be explained by the reason to shop.

There is a weak negative correlation between the change in state of mind after the consumer has purchased something and the gender of the consumer. This correlation is not really relevant because the accounted variability is 6.3%. This means that only 6.3% of the change in state of mind after the consumer has purchased something can be explained by the gender of the consumer.

There is a moderate positive correlation between the change in state of mind after the consumer has purchased something and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 11.0%. This means that 11.0% of the change in state of mind after the consumer has purchased something can be explained by the consumers opinion about shopping.
There is a weak positive correlation between the making of combination visits and the age of the consumer. This correlation is not really relevant because the accounted variability is 3,3%. This means that only 3,3% of the making of combination visits can be explained by the age of the consumer.

There is a weak positive correlation between the making of combination visits and the consumers opinion about shopping. This correlation is not really relevant because the accounted variability is 4,2%. This means that only 4,2% of the making of combination visits can be explained by the consumers opinion about shopping.

There is a weak negative correlation between the making of combination visits and remembering shops that were visited by the consumer. This correlation is not really relevant because the accounted variability is 5,9%. This means that only 5,9% of the making of combination visits can be explained by remembering of shops that were visited by the consumer.

There is a weak positive correlation between the making of combination visits and the change in state of mind after the consumer has purchased something. This correlation is not really relevant because the accounted variability is 6,7%. This means that only 6,7% of the making of combination visits can be explained by the change in state of mind after the consumer has purchased something.

There is a weak negative correlation between the opinion of the consumer about proposition 1 and the gender of the consumer. This correlation is not really relevant because the accounted variability is 3,7%. This means that only 3,7% of the opinion of the consumer about proposition 1 can be explained by the gender of the consumer.

There is a moderate positive correlation between the opinion of the consumer about proposition 1 and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 9,4%. This means that 9,4% of the opinion of the consumer about proposition 1 can be explained by the consumers opinion about shopping.

There is a weak positive correlation between the opinion of the consumer about proposition 1 and the reason to shop. This correlation is not really relevant because the accounted variability is 4,9%. This means that only 4,9% of the opinion of the consumer about proposition 1 can be explained by the reason to shop.

There is a weak positive correlation between the opinion of the consumer about proposition 1 and the role time plays. This correlation is not really relevant because the accounted variability is 6,3%. This means that only 6,3% of the opinion of the consumer about proposition 1 can be explained by the role time plays.

There is a moderate positive correlation between the opinion of the consumer about proposition 1 and unexpected buyings. This correlation is not relevant because the accounted variability is 18,4%. This means that 18,4% of the opinion of the consumer about proposition 1 can be explained by unexpected buyings.

There is a weak positive correlation between the opinion of the consumer about proposition 1 and the change in state of mind after the consumer has purchased something. This correlation is not really relevant because the accounted variability is 3,8%. This means that only 3,8% of the opinion of the consumer about proposition 1 can be explained by the change in state of mind after the consumer has purchased something.

There is a weak positive correlation between the opinion of the consumer about proposition 2 and the gender of the consumer. This correlation is not really relevant because the accounted variability is 3,6%. This means that only 3,6% of the opinion of the consumer about proposition 2 can be explained by the gender of the consumer.
There is a weak negative correlation between the opinion of the consumer about proposition 2 and the consumers opinion about shopping. This correlation is not really relevant because the accounted variability is 5.2%. This means that only 5.2% of the opinion of the consumer about proposition 2 can be explained by the consumers opinion about shopping.

There is a weak negative correlation between the opinion of the consumer about proposition 2 and the role time plays. This correlation is not really relevant because the accounted variability is 4.0%. This means that only 4.0% of the opinion of the consumer about proposition 2 can be explained by the role time plays.

There is a moderate negative correlation between the opinion of the consumer about proposition 2 and the opinion of the consumer about proposition 1. This correlation is relevant because the accounted variability is 11.2%. This means that 11.2% of the opinion of the consumer about proposition 2 can be explained by the opinion of the consumer about proposition 1.

There is a moderate negative correlation between the reason to visit the inner city of Rotterdam and the reason to shop. This correlation is relevant because the accounted variability is 13.7%. This means that 13.7% of the reason to visit the inner city of Rotterdam can be explained by the reason to shop.

There is a weak negative correlation between the reason to visit the inner city of Rotterdam and the role time plays. This correlation is not really relevant because the accounted variability is only 2.1%. This means that 2.1% of the reason to visit the inner city of Rotterdam can be explained by the role time plays.

There is a weak positive correlation between the reason to visit the inner city of Rotterdam and how often the consumer visits the same shops. This correlation is not really relevant because the accounted variability is only 2.7%. This means that 2.7% of the reason to visit the inner city of Rotterdam can be explained by how often the consumer visits the same shops.

There is a weak negative correlation between the reason to visit the inner city of Rotterdam and unexpected buyings. This correlation is not really relevant because the accounted variability is only 6.3%. This means that 6.3% of the reason to visit the inner city of Rotterdam can be explained by unexpected buyings.

There is a weak negative correlation between the reason to visit the inner city of Rotterdam and the opinion of the consumer about proposition 1. This correlation is not really relevant because the accounted variability is only 3.5%. This means that 3.5% of the reason to visit the inner city of Rotterdam can be explained by the opinion of the consumer about proposition 1.

There is a moderate positive correlation between the visiting frequenc and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 9.4%. This means that 9.4% of the visiting frequenc can be explained by the consumers opinion about shopping.

There is a weak positive correlation between the visiting frequenc and the reason to shop. This correlation is not really relevant because the accounted variability is 4.4%. This means that 4.4% of the visiting frequenc can be explained by the reason to shop.

There is a weak positive correlation between the opinion of the consumer about what is most attractive in the inner city of Rotterdam and the gender of the consumer. This correlation is not really relevant because the accounted variability is 4.5%. This means that 4.5% of the opinion of the consumer about what is most attractive in the inner city of Rotterdam can be explained by the gender of the consumer.

There is a weak negative correlation between the opinion of the consumer about what is most attractive in the inner city of Rotterdam and how often the consumer visits the same shops. This
correlation is not really relevant because the accounted variability is 2,3%. This means that 2,3% of the opinion of the consumer about what is most attractive in the inner city of Rotterdam can be explained by how often the consumer visits the same shops.

There is a moderate negative correlation between the opinion of the consumer about what is most attractive in the inner city of Rotterdam and the change in state of mind after the consumer has purchased something. This correlation is relevant because the accounted variability is 17,3%. This means that 17,3% of the opinion of the consumer about what is most attractive in the inner city of Rotterdam can be explained by the change in state of mind after the consumer has purchased something.

There is a weak negative correlation between the opinion of the consumer about what is most attractive in the inner city of Rotterdam and the making of combination visits. This correlation is not really relevant because the accounted variability is 5,5%. This means that 5,5% of the opinion of the consumer about what is most attractive in the inner city of Rotterdam can be explained by the making of combination visits.

There is a weak positive correlation between the consumer already bought something on the day of the interview and the reason to shop. This correlation is not really relevant because the accounted variability is 3,1%. This means that 3,1% of the consumer already bought something on the day of the interview can be explained by the reason to shop.

There is a weak positive correlation between the consumer already bought something on the day of the interview and the reason to visit the inner city of Rotterdam. This correlation is not really relevant because the accounted variability is 7,2%. This means that 7,2% of the consumer already bought something on the day of the interview can be explained by the reason to visit the inner city of Rotterdam.

There is a weak negative correlation between the consumers opinion about what is missing in the inner city of Rotterdam and the day that the consumer was interviewed. This correlation is not really relevant because the accounted variability is 2,3%. This means that 2,3% of the consumers opinion about what is missing in the inner city of Rotterdam can be explained by the day that the consumer was interviewed.

There is a moderate negative correlation between the consumers opinion about what is missing in the inner city of Rotterdam and the consumers opinion about shopping. This correlation is relevant because the accounted variability is 10,2%. This means that 10,2% of the consumers opinion about what is missing in the inner city of Rotterdam can be explained by the consumers opinion about shopping.

There is a weak positive correlation between the consumers opinion about what is missing in the inner city of Rotterdam and remembering shops that were visited by the consumer. This correlation is not really relevant because the accounted variability is 8,0%. This means that 8,0% of the consumers opinion about what is missing in the inner city of Rotterdam can be explained by remembering shops that were visited by the consumer.

There is a weak negative correlation between the consumers opinion about what is missing in the inner city of Rotterdam and the visiting frequency. This correlation is not really relevant because the accounted variability is 2,1%. This means that 2,1% of the consumers opinion about what is missing in the inner city of Rotterdam can be explained by the visiting frequency.
Appendix IV  Evaluation

This research is conducted with few problems. In the beginning it was difficult to demarcate the research and during the practical research, the questioning of the 200 respondents took more time than I had planned. After studying in the beginning a lot of literature about the experience society and consumer behaviour I tried to find starting points for this research.

In retrospect I should have done some things differently. As the study progressed I got to realize that certain aspects of asking the right questions is very important for the results. For further research I would recommend to add questions the following questions:

Calculating score:

Use the equation given below, and substitute the question number, i.e. Q1a with the number given for the line where the X is placed. So, for example, if the respondent has filled in ‘zeer mee eens’ for question 1a, then you would replace Q1a in the equation with 1. The equation is:

Equation= -9.69 + (Q1a x 0.33) + (Q2a x 0.34) + (Q2b x 0.50) + (Q2c x 0.47) +(Q2d x 0.33) +(Q2e x 0.38) + (Q2f x 0.31)

If the respondents score is -1.34 or lower, than the respondent can be classified as a compulsive buyer (Faber et al. (1992), pp.468).

These questions are necessary to classify the respondent in the category of compulsive buyer.

In this survey the respondents can fill in on how often they will visit the same stores. For further research I would add a question to ask explicitly for concrete examples of stores. I would recommend to add the following question:
Also for further research I would leave out question 13, because this question will be answered by the questions were the respondent can give grades for the different qualities of the inner city of Rotterdam.

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DUTCH SUMMARY

Introductie
In dit afstudeeronderzoek over de beleveniseconomie is getracht door middel van theoretisch en empirisch onderzoek een antwoord te geven op de vraag: ‘Hoe zijn winkelbelevenissen ingebed in de binnenstad van Rotterdam en hoe wordt het winkelgedrag van de moderne consument beïnvloedt?’

Methodologie
Deze studie is gebaseerd op een literatuuronderzoek over de belevenissamenleving, de geschiedenis van de binnenstad van Rotterdam en een enquête. Voor de enquête hebben 200 respondenten een vragenlijst ingevuld. In deze vragenlijst beantwoordden zij vragen over hun winkelgedrag, het bezoek motief en ze konden cijfers geven voor de verschillende kwaliteiten van de binnenstad van Rotterdam. Ook hadden moesten ze op een kaart tekenen waar ze waren de laatste 30 minuten en waar ze naartoe gingen de komende 60 minuten.

De Belevenissamenleving
Over de belevenissamenleving kan worden gezegd dat het een voortzetting is van de dienstensamenleving. De nadruk ligt nu op de belevenis dimensie. Het lijkt erop dat de beleveniseconomie lijkt van een eerdere datum dan dat de auteurs Joseph Pine en James Gilmore (1999) beweerden in hun boek: 'The Experience Economy'. In 1992 presenteerde de Duitse socioloog Gerhard Schulze zijn sociaal-culturele studie: Die Erlebnisgesellschaft [de Belevenissamenleving]. Voor Schulze vertegenwoordigde de belevenissamenleving een innerlijke samenleving met mensen die onzeker zijn over wat ze willen, deze samenleving is heel anders dan zijn voorvader de moderne samenleving welke wordt bewoond door sterke ego’s bezig met het vormgeven van de externe omstandigheden op een manier om te krijgen wat ze al willen. Veel eerder dan Pine en Gilmore beweerden, analyseerde Maslow, Koolhaas en Schulze de ontwikkeling van een nieuwe, flexibele cultuur waarin alles wordt gewinkeld' (Kooijman and Sierksma, 2007a, pp.514).


Schulze's definitie is heel anders dan de definitie van Pine en Gilmore (1999). Voor Schulze de Belevenissamenleving is een innerlijke gerichte samenleving met mensen die onzeker zijn over wat ze willen. Deze sociale onzekerheid kan worden gekoppeld aan compulsive buyers en fun shoppers, uit onderzoek blijkt dat winkelen slechts een emotie van tevredenheid produceert gedurende een korte periode van tijd (Kooijman, 2009, pp.170). Deze psychologische problemen bestaan wanneer de consument een mogelijke sensatie van een impulsieve aankoop aanvoelt. Dit is een gevoel van een ‘winkelbuzz’, die velen van ons kan een enkele keer voelen. Consumenten die deze ‘winkelbuzz’ constant voelen worden compulsive buyers genoemd. Deze verschuiving van recreatieve aspecten van het winkelen, ontspanning en vrije tijd tot louter emotioneel gedrag (buzz de hele tijd) kan voor sommige mensen, ontwikkelen tot een ervaring die is gerelateerd aan stress. Dus, terwijl het genot en emotionele betrokkenheid een belangrijke rol spelen in zowel de gewone als het dwangmatig
kopen, kan opwinding lijden tot extreme vormen van koopgedrag. Deze dimensie van dwangmatig kopen is ook verbonden met stemming, in de zin dat mensen proberen om negatieve gevoelens te beheren en te veranderen (Coombs, 2004, pp.435). Dit heeft ook te maken met sociale onzekerheid. En deze onzekerheid is precies de definitie van 'belevenis' van de Duitse socioloog Schulze. In dit theoretisch perspectief wordt de belevenissamenleving bewoond door de zwakke ego's die producten kopen als strategie om hun ware identiteit te vinden en daardoor op zoek zijn naar tijdelijke zekerheden in het aanbod (garanties, merken, advies van het winkelpersoneel, diensten voor en na de aankoop, thematisering, etc.). De doelstellingen van de consument zijn niet vooraf bepaald, zoals bij fun shoppers en compulsive buyers. Ze weten niet wat ze willen, maar binnen de tijd die ze hebben moeten ze een resultaat bereiken (iets kopen). Dit irrationele winkelen is gerelateerd aan de binnenstad van Rotterdam in de jaren negentig tot nu.

Rotterdam: jaren vijftig en zestig

Een belangrijke doelstelling van het 'Basis plan' was schaalvergroting. Rotterdam moest ruimte bieden voor grote gebouwen die naast de brede boulevards werden geplaatst. Het verkeerscirculatie systeem was een van de belangrijkste pijlers van het 'Basis plan'. Rotterdam moest goed toegankelijk zijn voor vrachtwagens, maar er moest ook voldoende ruimte zijn voor voetgangers. Ook in het verkeer was een duidelijke scheiding: voetgangers en auto's, expeditie en het overige verkeer werden gescheiden. Dit heeft geleid tot de introductie van nieuwe verkeerstypologieën zoals de expeditie straten, binnenplaatsen en het voetgangersgebied. In 1953 werd in Rotterdam de 'Lijnbaan' opgericht. De Lijnbaan is een ensemble van retail, woningbouw en openbare ruimte, ontworpen door Van den Broek & Bakema. De Lijnbaan was voor die tijd om diverse redenen een opmerkelijk complex. In de eerste plaats omwille van de zogenaamde Europese debuut van de Amerikaanse ‘retail-walking street’, ten tweede vanwege de moderne vormgeving van de terreinen en gebouwen en ten derde omdat het een van de eerste grote ensembles van de binnenstad van Rotterdam was (Lantermans, 1955, pp.55-83).

In de jaren vijftig en zestig waren de winkels verspreid over de binnenstad van Rotterdam. Hierdoor maakten consumenten in de jaren vijftig en zestig waarschijnlijk veel impulsieve aankopen. Uiteenlopende winkelsoorten werden opzettelijk verspreid over de binnenstad van Rotterdam. Een ‘leisure’ strook werd overwogen om deze winkels met elkaar te verbinden. Uit de resultaten van de enquête gehouden in mei 2010 blijkt dat de meerderheid van de run shoppers (73,3%, n=22) en goal shoppers (59,8%, n=49) soms thuis komen met ongeplande aankopen (producten en artikelen die niet op hun boodschappenlijstje staan). Wanneer run
shoppers een aankoop hebben gedaan verandert hun gemoedstoestand in een positieve richting (63,3%, n=19) of het verandert niet (36,7%, n=11). Dit resultaat is bijna hetzelfde voor goal shoppers, na een aankoop verandert hun gemoedstoestand in een positieve richting (65,9%, n = 54) of het verandert niet (34,1%, n = 28).

Binnen de beschikbare winkeltijd die run- en goal shoppers hebben om een resultaat te bereiken (iets kopen). Tijd speelt voor run shoppers (66,7%, n=20) en belangrijke rol. Voor goal shoppers is deze rol kleiner omdat de meeste goal shoppers (57,3%, n=47) aangeven dat tijd een belangrijke rol speelt, maar er is ook een grote groep goal shoppers (42,7%, n= 35) voor wie tijd nauwelijks een rol speelt. De meerderheid van de run shoppers (76,7%, n=23) meld in de enquête dat ze iets te kopen op de dag van het interview. Dit percentage is ook hoog voor goal shoppers (78%, n=64).

In de tweede helft van de jaren zestig begon onder bewoners en stadsbestuur onvrede te ontstaan over het stedelijk milieu. Rotterdam werd door velen beschouwd als ongezellig want er was weinig stedelijke levendigheid. Het negatieve imago van Rotterdam als een te groot en uitnodigend e stad werd bevestigd door het onderzoek van Wentholt (1968). Wentholt baseert zijn studie op een steekproef onder honderd inwoners, en een serie interviews met vijfentwintig Rotterdamse notabelen. Als resultaat kwam er een overweldigende negatieve beoordeling over de stad Rotterdam:

‘De vaakst genoemde redenen van het onbehagen met het centrum betroffen de ongezelligheid van de sfeer in de binnenstad: de onpersoonlijkheid, kaalheid, stijfheid, zakelijkheid van het uiterlijk, het algehele voorkomen van de binnenstad, de wijdheid van de straten, de lelijkheid, de plompheid en massiviteit van de gebouwen, de lege ruimten, de dode plekken en het gebrek aan intimiteit’ (Wentholt, 1968, pp.35-36).

Deze kritiek over de sfeer en uitstraling van de binnenstad wordt niet weerspiegeld in de resultaten van mijn enquête. Omdat de variabelen sfeer en uitstraling score zeer positief onder alle respondenten. Run shoppers (15%, n=30) gaven een gemiddelde van 7,2 voor sfeer en een 7,1 voor de uitstraling. Goal shoppers (41%, n=82) gaven een gemiddelde van 6,9 voor sfeer en een 6,8 voor de uitstraling.

Volgens Bilsen et al. (2004) hebben run- en goal shoppers een uitgesproken wens voor parkeerfaciliteiten (Bilsen et al., 2004, pp.644). Het parkeeraanbod in de binnenstad van Rotterdam scoort niet erg hoog. Run shoppers gaven een gemiddelde van 6,2 en goal shoppers gaven een gemiddelde van 6,4 voor de parkeermogelijkheden in de binnenstad van Rotterdam.

**Rotterdam: jaren negentig tot nu**

In 1987 in opdracht van de Rotterdamse gemeenteraad werden twee publicaties (‘Vernieuwing van Rotterdam’ en ‘Nieuw Rotterdam’) gepubliceerd die in het algemeen worden beschouwd als een keerpunt in het beleid van de stad. In beide publicaties herleeft de visie van Rotterdam als een wereldstad en er is een sterke focus op het stadsimago. Een goed ontwerp van de openbare ruimte en aansprekende architectuur maken Rotterdam als stad aantrekkelijker voor wonen, werken, en recreëren. Dit wordt gedaan door nieuwe projecten te ontwikkelen, zoals de Koopgoot.

In 1996 was de Koopgoot gerealiseerd in de vorm van een ondergrondse voetgangersdoorgang. De Koopgoot verbindt de twee belangrijkste winkelstraten van Rotterdam, namelijk de Lijnbaan en de Hoogstraat aan de west- en oostzijde van de Coolsingel. Deze drukke verkeersweg is een barrière voor voetgangers. Het voetgangersgebied wordt aangesloten op metrostation Beurs en geeft directe

In de huidige situatie biedt de vrijetijdssector de stad grote kansen. Economisch gezien groeit de vrijetijdssector in de derde pijler van de stad, naast mainport en zakelijke diensten. De vrijetijds economie heeft zich ontwikkeld tot een sector met een eigen dynamiek en is gericht op de markt van belevenissen. Deze belevenissen ontstaan door thema’s en clusters. Deze thema’s hebben als doel om de beleveniswaarde van Rotterdam te verhogen en een krachtiger stedelijke identiteit te realiseren. Daarmee wordt de stad aantrekkelijker voor bewoners, bezoekers en bedrijven. Deze thema’s kunnen typisch Rotterdams of grootstedelijk zijn. (OBR, 2005, pp.7). De grootstedelijke thema’s zijn: cultuurstad/festivalstad, sportstad, winkelstad, uitgaansstad, stadshistorie. De typisch Rotterdamse thema’s zijn: havenstad, moderne architectuur, jonge stad, multiculturele stad en filmstad. Omdat er verschillende clusters in Rotterdam zijn is er een verschuiving in het aanbod van de binnenstad van Rotterdam. De meeste winkels op de Lijnbaan en Hoogstraat zijn vandaag de dag geclusterd in de categorie ‘Mode & Luxe’, heel anders in vergelijking met de spreiding in de jaren vijftig en zestig. Thematisering gecombineerd met parkeren zal het nieuwe winkelgedrag van de belevenissamenleving vergemakkelijken.

Rotterdam heeft 587.161 inwoners aan het begin van 2009 en is daarom een aantrekkelijke afzetmarkt voor recreatie leveranciers en retailers. Het aantal bezoekers dat wordt geraamd voor het hele winkelgebied is 560.000 bezoekers per week. Maandag is de meest rustige dag van de week en vrijdag en zaterdag zijn de drukste dagen van de week. Rotterdam heeft ook verschillende evenementen en attracties die veel mensen trekt naar de stad. In 2008 een totaal aantal van 3.645.000 mensen bezochten de evenementen en een totaal aantal van 3.607.462 mensen bezochten de attracties in Rotterdam.

Fun shoppers en compulsive buyers weten niet wat ze willen, maar binnen de beschikbare winkeltijd moeten ze iets kopen. Daarom willen ze zo snel en efficiënt mogelijk naar de binnenstad van Rotterdam. Tijd speelt nauwelijks een rol voor de fun shoppers (81,8%, n=72) en compulsive buyers (81,4%, n=35). Fun shoppers (41%, n=36) en compulsive buyers (46,5%, n=20) gaan met de auto naar de binnenstad van Rotterdam. Zij beoordeelden de bereikbaarheid van de binnenstad van Rotterdam positief. Fun shoppers gaven een gemiddelde van 7,1 voor de bereikbaarheid en compulsive buyers een 7,2.

In de huidige situatie is het winkelaanbod de belangrijkste publiekstrekker van de binnenstad. Dit wordt ondersteund door de resultaten van de enquête. Run shoppers gaven een gemiddelde van 7,1, fun shoppers een gemiddelde van 7,6, goal shoppers gaven een gemiddelde van 7,5, en compulsive buyers gaven een gemiddelde van 7,4 voor het winkelaanbod. De meeste winkels zijn gelegen in het Lijnbaankwartier, geclusterd rond de Beurstraverse en de Lijnbaan. Dit gebied heeft een bovenregionale service gebied en trekt veel bezoekers van buiten Rotterdam. Naast het winkelen zijn er ook diverse uitgaansclusters in het gebied. De prominente uitgaansgebieden zijn gelegen rondom het Stadhuisplein, de Kruisade en het Schouwburgplein. Deze clusters vormen - samen met de Delftsestraat - de prominente recreatiegebieden in de binnenstad. Deze clusters trekken bezoekers gedurende de dag en avond als ‘s’nachts en zorgen voor leefbaarheid in de binnenstad van Rotterdam.

Het OBR (2004) heeft de synergie-effecten tussen retail en leisure onderzocht in Rotterdam. Het onderzoek toonde aan dat een groot deel van de combinatiebezoeken gedaan worden tussen het
bezoeken van een terras en ‘winkelen voor plezier’, en tussen eetgelegenheden en ‘winkelen voor plezier’. Deze resultaten zijn deels ondersteund door de resultaten van de enquête. Omdat het laat zien dat de meeste run shoppers (76,6%, n=23) en goal shoppers (58,5%, n=48) geen combinatiebezoeken maken. Terwijl de meeste fun shoppers (77,3%, n=68) en compulsive buyers (72,1%, n=31) wel combinatiebezoeken maken. Fun shoppers (51,1%, n=45) en compulsive buyers (53,5%, n=23) maken combinatiebezoeken tussen het winkelen en het bezoeken van een bar of restaurant. Een deel van dit hoge niveau van synergie kan worden verklaard door het feit dat de meeste restaurants, bars en winkels zich bevinden in de binnenstad van Rotterdam. Het hoge niveau van de combinatiebezoeken betekent dat de aanwezigheid van restaurants en bars leidt tot een aanzienlijke toegevoegde waarde voor de detailhandel in de binnenstad van Rotterdam.

Ongeacht het plezier en de opwinding die mensen kunnen of niet kunnen ervaren tijdens het winkelen, is er het gevoel dat het kopen van goederen kan zorgen voor instrumentele winsten en kan fungeren als een passief signaal van prestatie. Dit houdt in dat de associatie tussen een persoon en bepaalde goederen daadwerkelijk de perceptie van anderen over hun sociale status en prestaties kan veranderen. Dit zou impliceren dat de aard van de goederen die compulsive buyers kopen van belang zijn (Coombs, 2004, pp.437-442). De meerderheid van de compulsive buyers (79,1%, n=34) meld in de enquête dat ze aan het einde van de dag iets hebben gekocht op de dag van het interview. Dit percentage is niet zo hoog voor fun shoppers (55,7%,n=49).

Volgens Bilsen et al. (2004) zijn fun shoppers en compulsive buyers gevoelig voor een meer luxe winkelsfeer (Bilsen et al., 2004, pp.644). De sfeer in de binnenstad van Rotterdam wordt beoordeeld door fun shoppers met een gemiddelde van 7,2 en door compulsive buyers met een gemiddelde van 7,0.

Overeenkomsten en verschillen
Compulsive buyers tonen veel overeenkomsten met run-, fun- en goal shoppers. Echter zijn er ook verschillen. De belangrijkste verschillen en overeenkomsten zijn:

**Overeenkomsten:**
- Ze vinden het allemaal leuk om te winkelen in de binnenstad van Rotterdam.
- Ze herinneren vaak alle winkels die ze hebben bezocht.
- Ze komen soms thuis met ongeplande aankopen.
- Als ze iets hebben gekocht verandert hun gemoedstoestand in positieve richting.
- Het merendeel bezoekt de binnenstad van Rotterdam 1 keer per week.
- Het winkelaanbod is het belangrijkste deel van de binnenstad van Rotterdam.
- Ze winkelen vooral op de hoofd winkelstraten: Lijnbaan, Meent en Hoogstraat.
- Ze geven aan dat ze geen voorzieningen missen in de binnenstad van Rotterdam.

**Verschillen:**
- De meeste run- en goal shoppers zijn mannen, terwijl de meeste fun shoppers en compulsive buyers vrouwen zijn.
- Tijd speelt nauwelijks een rol voor fun shoppers en compulsive buyers. Voor run- en goal shoppers speelt tijd wel degelijk een belangrijke rol.
- Meeste run-, fun- en goal shoppers bezoeken vaak dezelfde winkels. Compulsive buyers doen dat niet, zij bezoeken soms dezelfde winkels.
- Meeste run- en goal shoppers maken geen combinatiebezoeken. Fun shoppers en compulsive buyers doen dit wel en dan voornamelijk tussen winkelen en het bezoeken van
een bar of restaurant.
- Meeste goal shoppers en compulsive buyers bezoeken de binnenstad om te winkelen. Meeste run shoppers om boodschappen te doen en de meeste fun shoppers om rond te kijken.
- Meeste run- en goal shoppers winkelen geclusterd rondom de Lijnbaan en Hoogstraat. Fun shoppers en compulsive buyers daarentegen winkelen ook op de omliggende straten, hun bereik is daardoor ook vele malen groter.

Aanbevelingen voor verder onderzoek
De eerste twee aanbevelingen zijn gericht op compulsive buying. De belangrijkste factoren die het winkelgedrag van compulsive buyers lijken te motiveren zijn: sociale onzekerheid en stemming verbetering. Voor verder onderzoek zou ik aanbevelen om de stemming en de sociale onzekerheid meer tot uiting te laten komen in de enquête.
De derde en laatste aanbeveling is gericht op het volgen van de respondenten met behulp van een GPS-apparaat. GPS-tracking biedt een nieuwe laag die inzicht geeft in de feitelijke beweging van consumenten. In het bijzonder voegt het een belangrijke dimensie toe aan het onderzoek wat primair gefocust is op ruimtelijke patronen.