

DE ROL VAN SENSE OF PLACE BIJ WINKELLOCATIEKEUZES

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REDEVCO





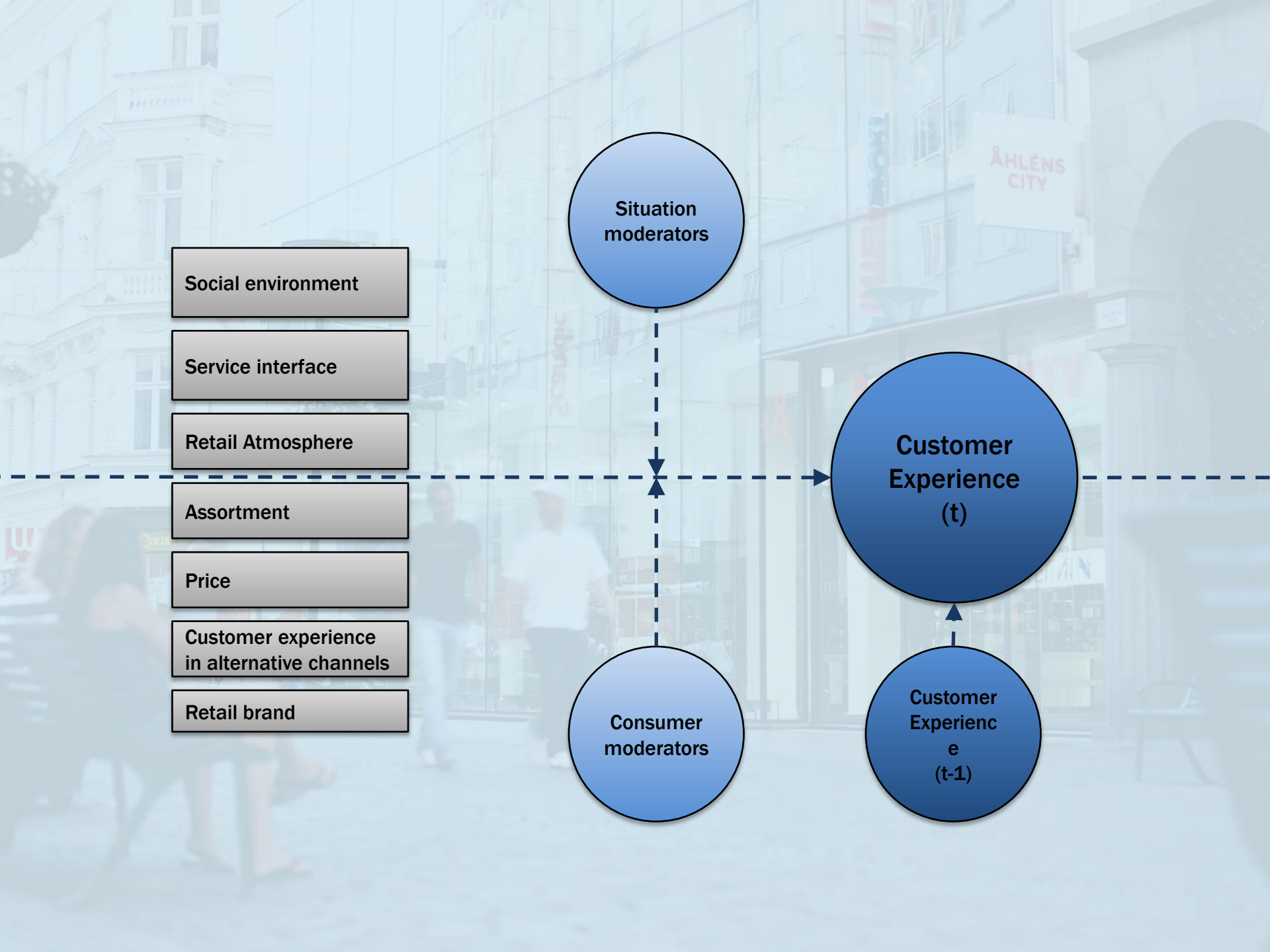
AANLEIDING

A vertical dashed line is positioned to the right of the title.



COR MOLENAAR
Het einde
van winkels?
De strijd om de klant





Social environment

Service interface

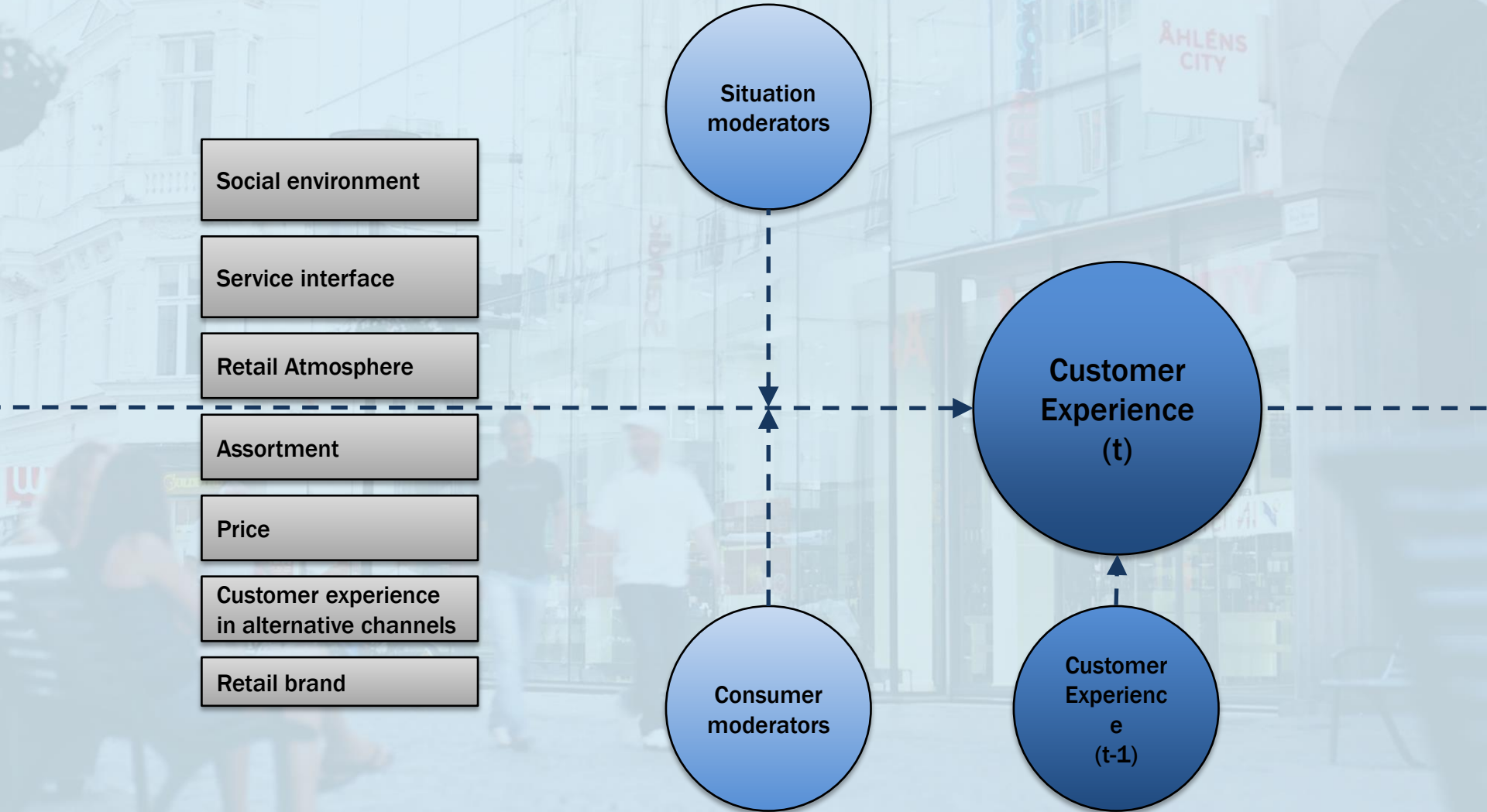
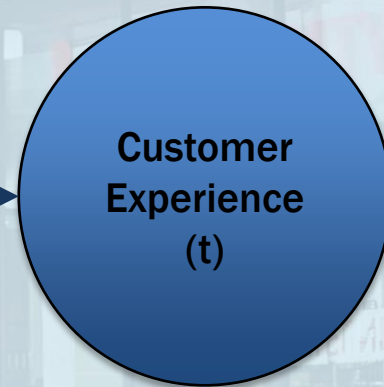
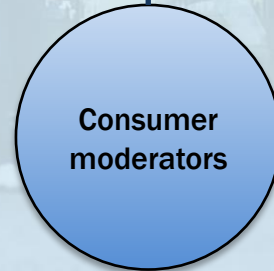
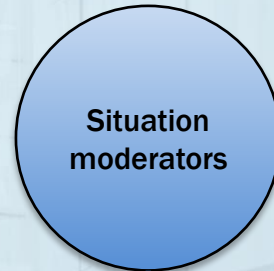
Retail Atmosphere

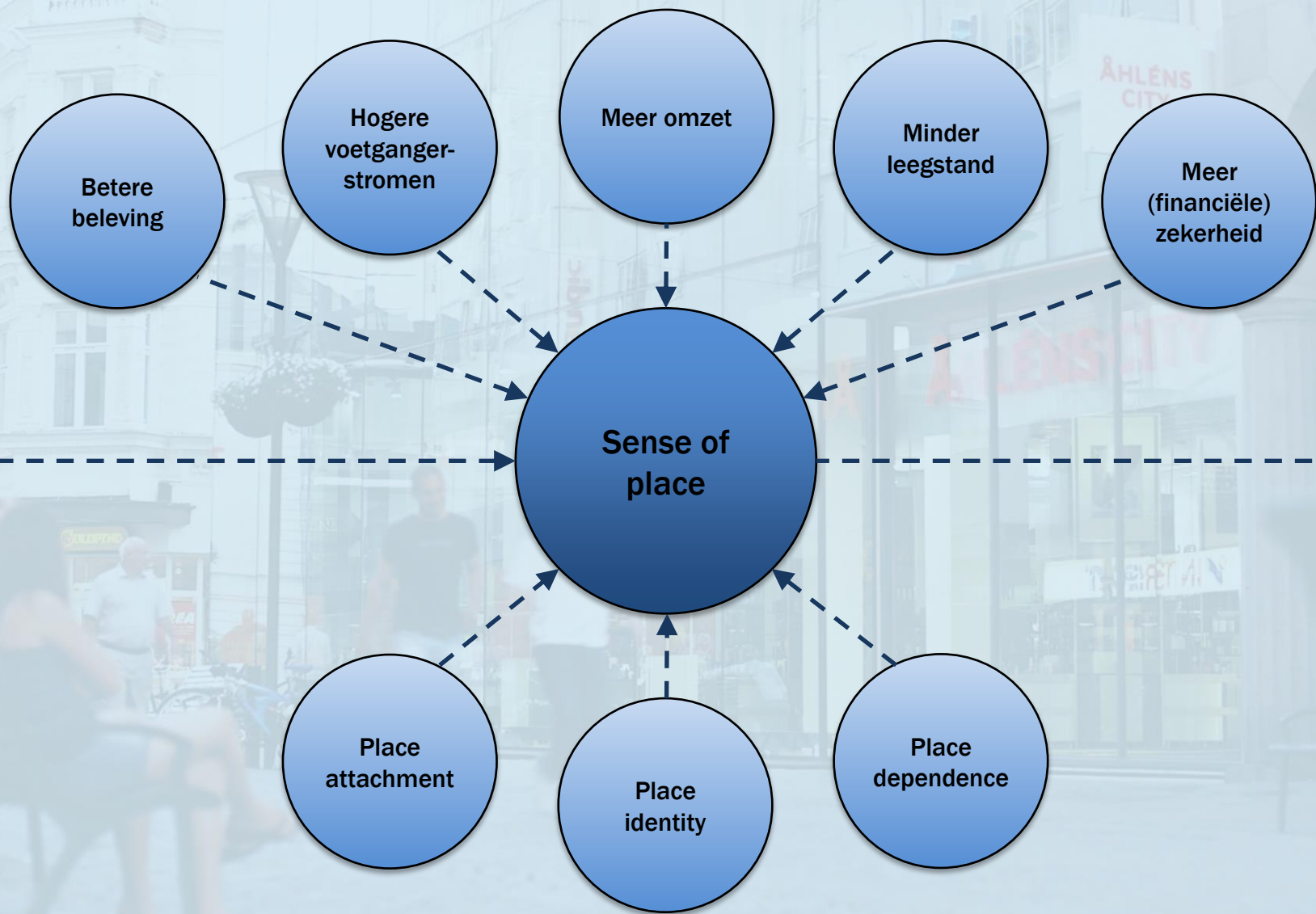
Assortment

Price

**Customer experience
in alternative channels**

Retail brand



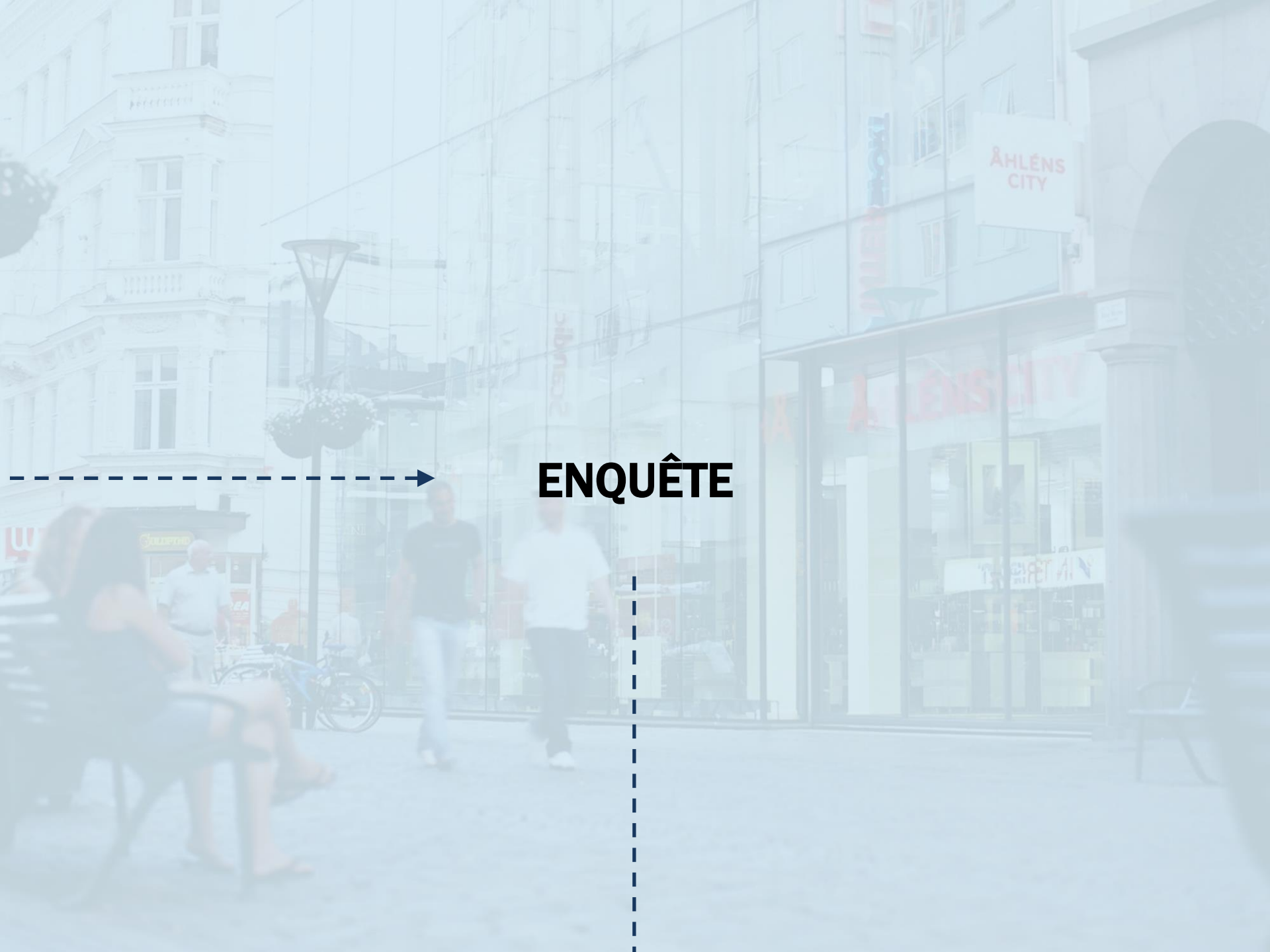




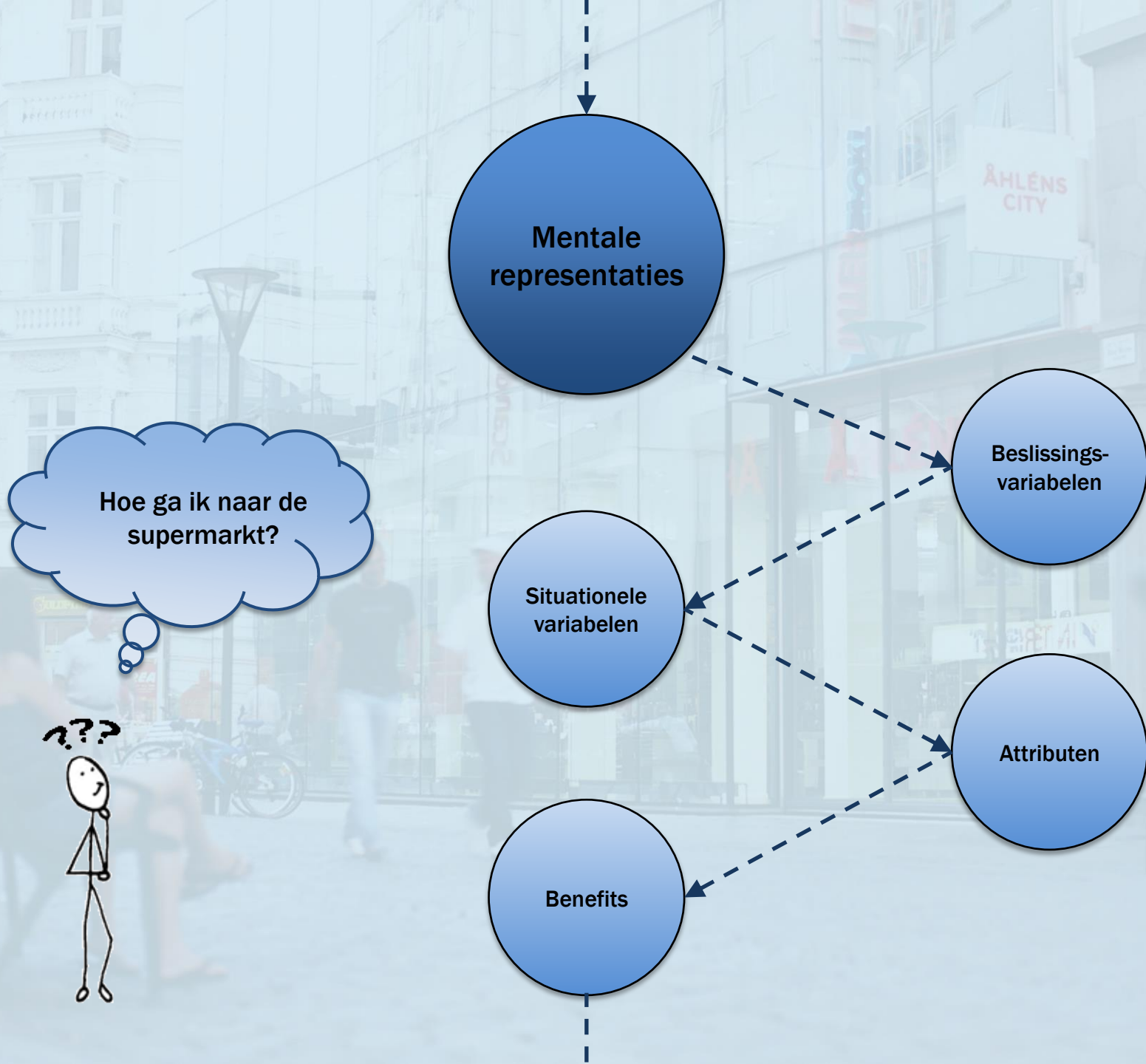
Hoofdvraag

***“Welke rol speelt sense of place in
winkellocatiekeuzes van
consumenten?”***





ENQUÊTE





A diagram with a top blue circle containing the text '1. Place attachment'. A dashed blue arrow points down from the top of this circle to a horizontal line. From this line, three dashed blue arrows point down to three separate light blue circles arranged horizontally at the bottom. The circles contain the following text: 'Een kleine binnenstad', 'Een grote binnenstad', and 'Een winkelcentrum aan de rand van de stad'.

1. Place attachment

Stel je een denkbeeldige situatie voor waarbij je een middag vrij hebt. Het is mooi weer buiten en je wilt graag in je eentje er even tussenuit. Je besluit op deze middag voor jezelf om te gaan winkelen.

Wat zijn je overwegingen als je een keuze moest maken uit de volgende 3 opties? De winkellocaties zijn allemaal even goed te bereiken.

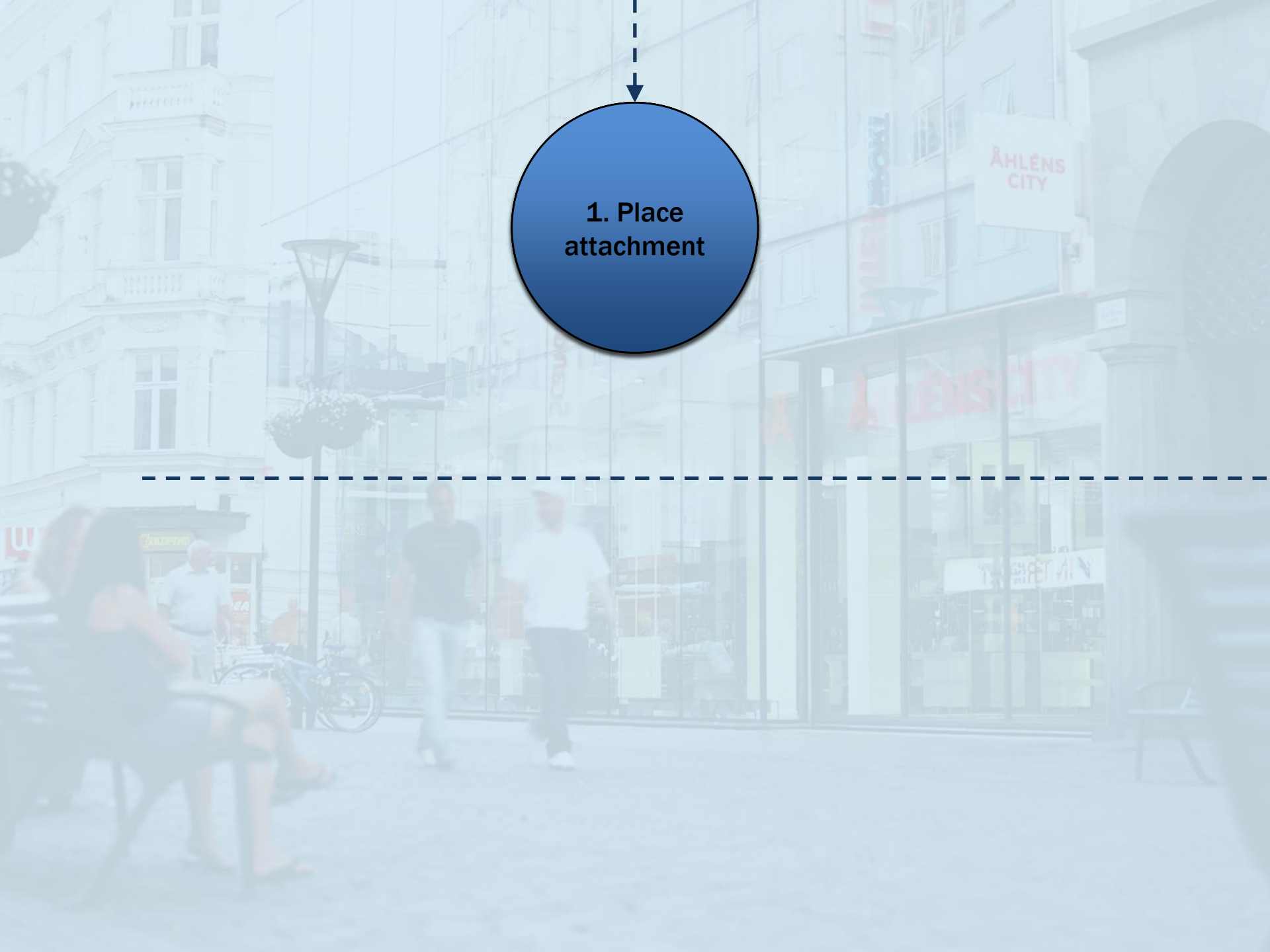
Een kleine
binnenstad

Een grote
binnenstad

Een winkel-
centrum
aan de rand
van de stad



**1. Place
attachment**

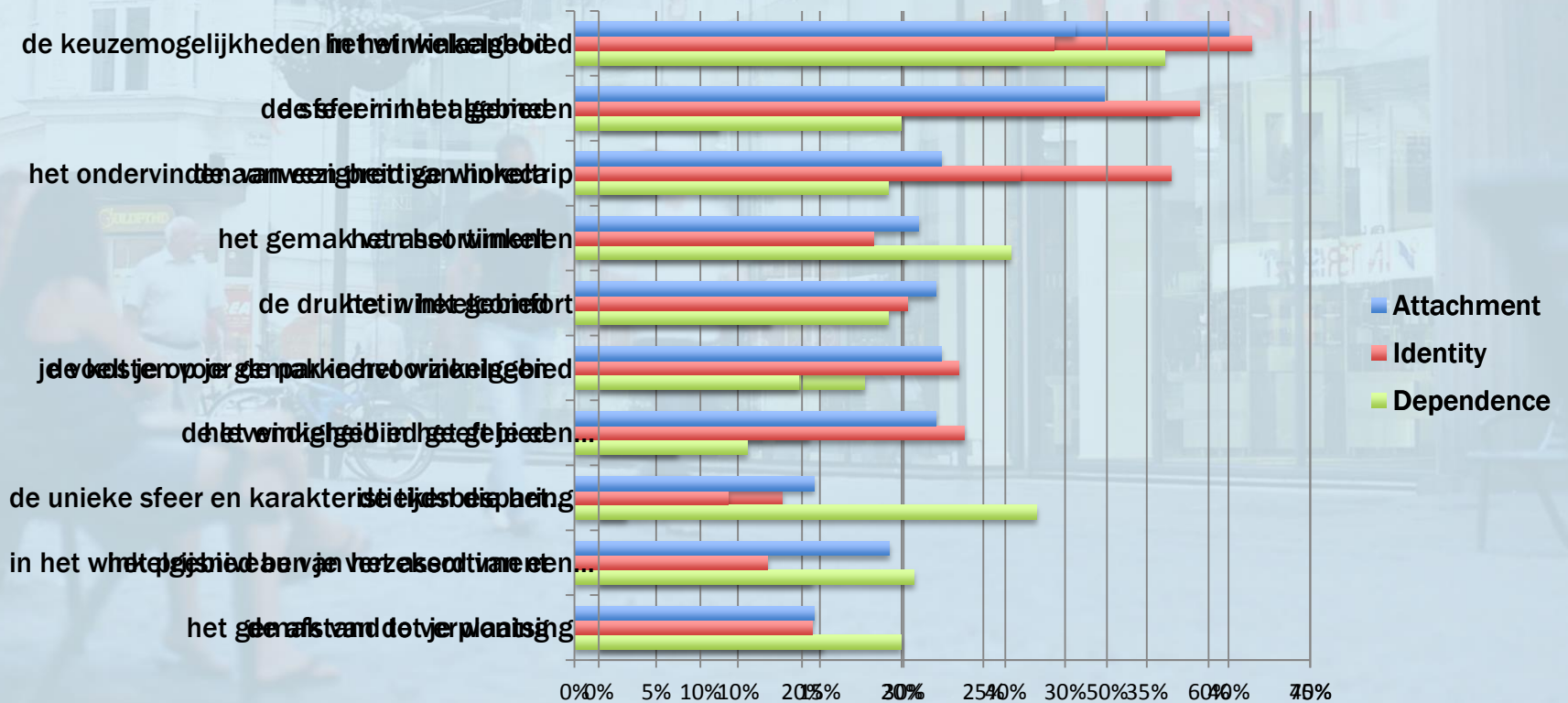


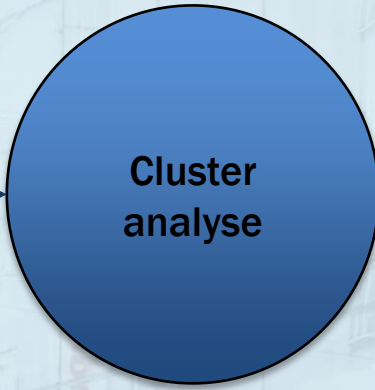
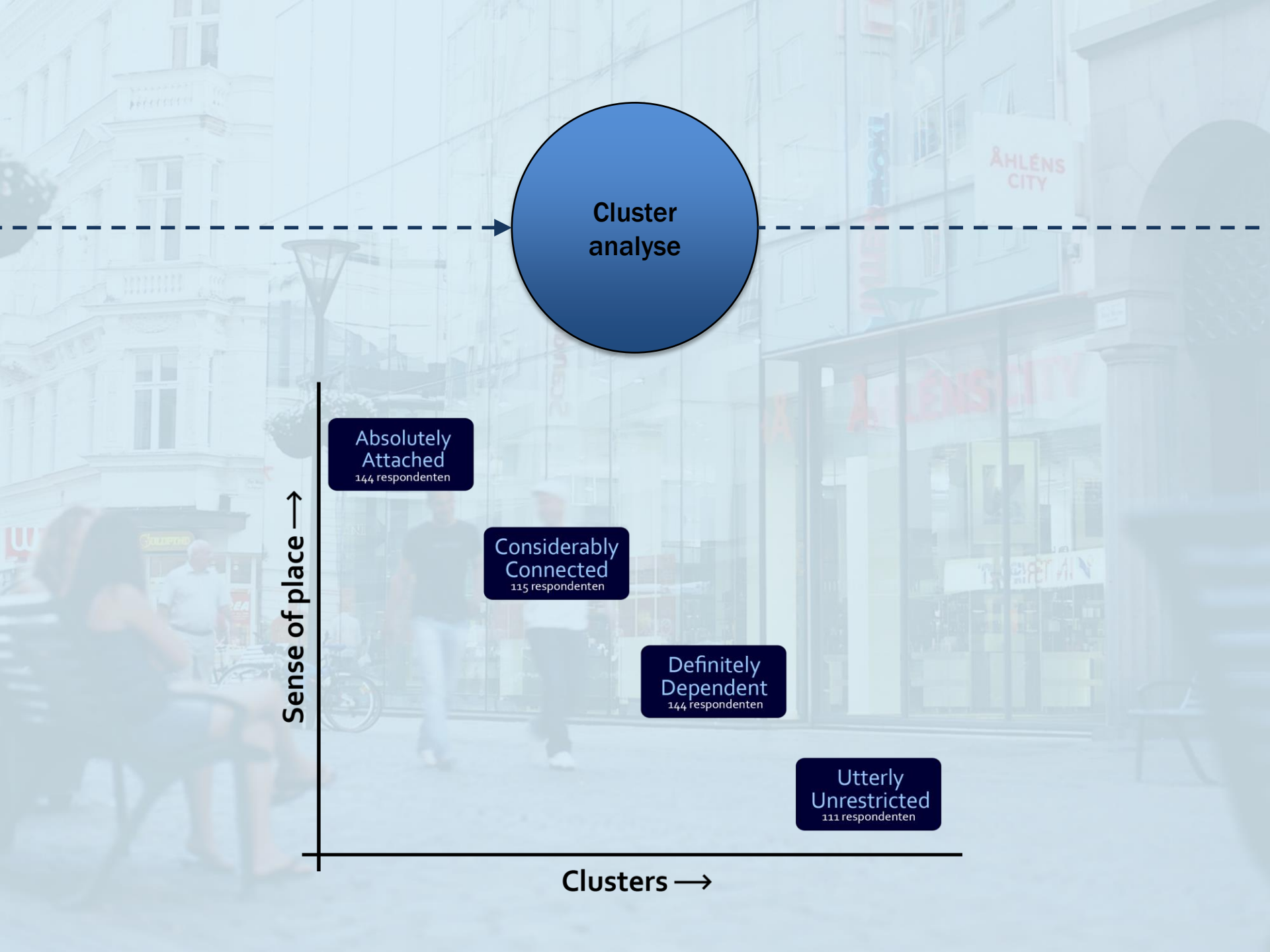
The background image shows a city street scene. On the left, a woman is sitting on a bench. In the center, two men are walking. On the right, there is a building with a glass facade and a sign that says 'ÅHLENS CITY'. A dashed line runs horizontally across the middle of the image, and a dashed arrow points from the top center towards the blue circle.



RESULTATEN

Frequentie- analyses





Sense of place →

Absolutely Attached
144 respondenten

Considerably Connected
115 respondenten

Definitely Dependent
144 respondenten

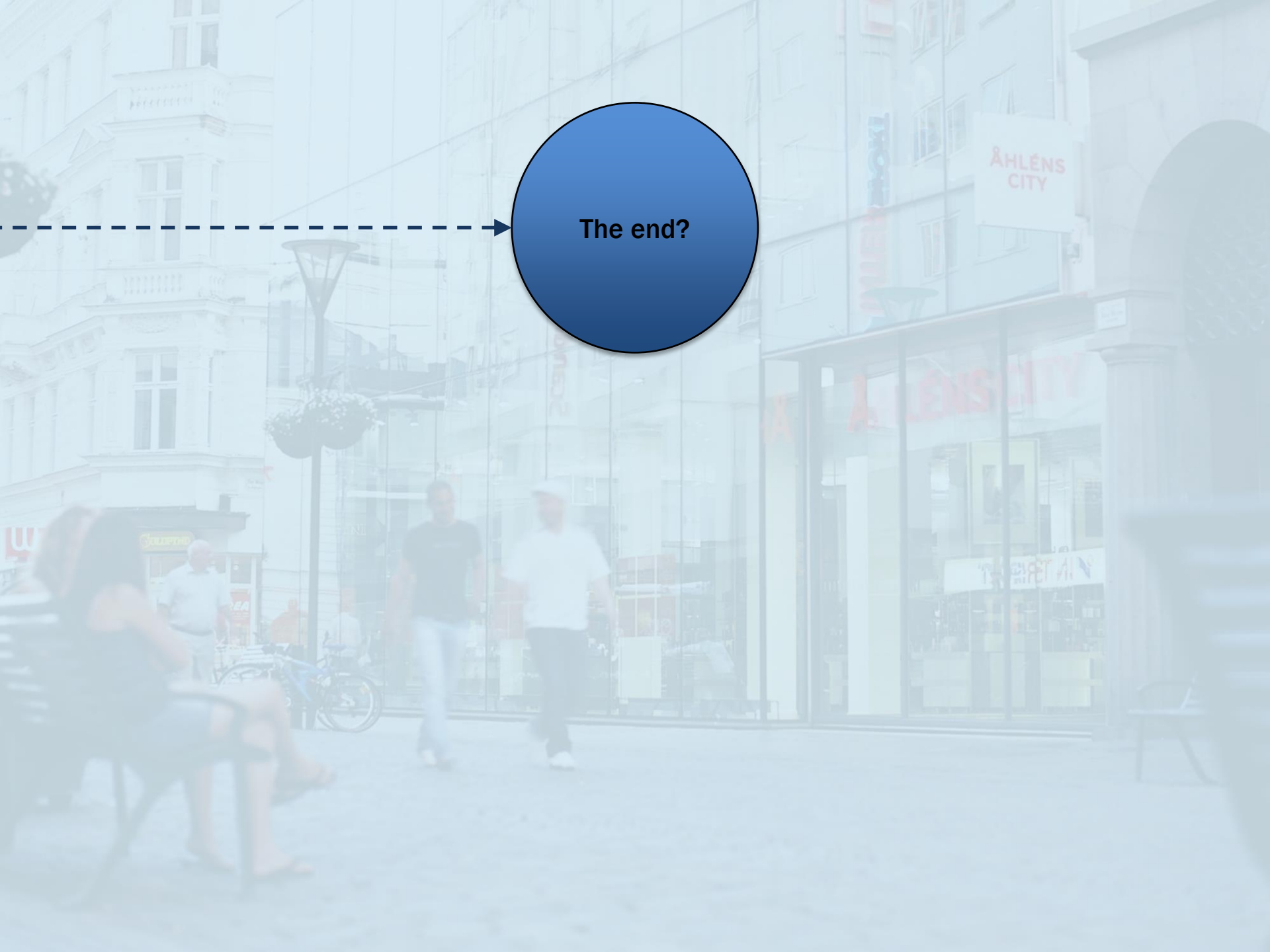
Utterly Unrestricted
111 respondenten

Clusters →

**MNL
regressie
analyse**

Attributen	Chi-Square	df	Sig.
Het weer	11.520	3	.009
Parkeervoorzieningen	12.160	3	.007
De aanwezigheid van horeca	9.197	3	.027

Benefits	Chi-Square	df	Sig.
De keuzeopties in het winkelgebied	13.417	3	.004
Tijdsbesparing	11.823	3	.008
Place attachment – Hoog	9.436	3	.024



The end?