

DIFFERENCES IN THE TRADE AREA AND CUSTOMERS FOR SELECTED
STORES IN THE SAME PLANNED SHOPPING CENTER

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ABSTRACT

This thesis establishes that the trade area and customers differ from store to store, though the stores are located in the same planned shopping center. The trade area and customers are also different on Monday than on Saturday for each of the stores.

Four stores, a supermarket, a department store, a variety store, and a dress shop, located in an established community shopping center, are investigated to demonstrate the existence of differences. Maps and statistical results, representing data collected from over six hundred customers, are presented to demonstrate the degree of difference.

The merchandise offered by each of the stores is identified as the primary cause of the differences from store to store. The nature of the merchandise influences the economic level, sex, and age of the stores' customers. The location of stores offering competitive merchandise creates differences in the trade area from store to store. The various relationships between the stores located within the shopping center, as reflected in cross-shopping patterns and customer attraction, are also influenced by the merchandise.

The differences identified from Monday to Saturday for each store are not caused by the merchandise because the stores generally offer the same merchandise on both days. There does not appear to be a pattern of daily difference common to all the stores of the study. The daily differences are presented in this study, but explanation of their cause is not substantiated.