

Objects of Desire: Consumer Behaviour in Shopping Centre Choices

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Objects of Desire: Consumer Behaviour in Shopping Centre Choices [Charles Dennis] on institutoabelincoln.com *FREE* shipping on qualifying offers. What determines where people shop? Why would shoppers visit one shopping center rather than another? DevelopersAuthor: Charles Dennis. This paper is based on an empirical investigation, carried out over a three-year period, of four UK shopping centres, ranging in size from a large out-of town regional centre to a small in-town.

The Attributes of Shopping Centres that Determine Where Consumers Choose to Shop -- The Shopping Centre as a Brand -- The Shopping Centre as an Object of Desire: Attraction and Distance in Shopping Centre Choice -- Central Place Practice: Shopping Centre Attractiveness Measures, the 'Break Point', Catchment Boundaries and the UK Retail. Why do people shop where they do?: the attributes of shopping centres that determine where consumers choose to shop shopping centre as a brand shopping centre as an object of desire: attraction and distance in shopping centre choice

(). Non-compensatory decision rules and consumer spatial choice behaviour: a test of predictive ability', (). Partnerships in Shopping Centres, ().

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