Contents

| Preface | | vi |
|---------|---|----|
| 1 | Introduction | 1 |
| | Perspectives and issues | 2 |
| | Plan of the study | 5 |
| 2 | Shopping Centre Developments | 7 |
| | In-town shopping centres | 8 |
| | Out-of-town shopping centres | 12 |
| 3 | Shopping Centres of Tyneside | 23 |
| | Shopping developments in Tyne & Wear | 23 |
| | The Eldon Square shopping centre | 24 |
| | The MetroCentre | 29 |
| 4 | Shopping Behaviour and Images | 45 |
| | Conceptual models | 46 |
| | Shopper characteristics | 51 |
| | Retail outlet influences | 54 |
| | Shopping behaviour and psychological influences | 58 |
| | Impact studies | 65 |

| 5 | The Eldon-Metro Study | 70 |
|--------------|---------------------------------------|-----|
| | Sampling and interviewing methodology | 71 |
| | Measurement of shopping centre image | 73 |
| | Classification and analysis | 76 |
| 6 | The Two Centres Compared | 79 |
| | Comparison of image profiles | 80 |
| | Individual attribute ratings | 83 |
| | Compliments and criticisms | 111 |
| 7 | Image Structures of the Centres | 118 |
| | Principal components analyses | 118 |
| | Relationships with overall images | 123 |
| | Breakdown of factor scores | 129 |
| 8 | Determinants of Shopper Behaviour | 136 |
| | Measures of patronage | 137 |
| | Shopping patterns | 145 |
| | Determinants of patronage | 153 |
| 9 | Conclusions and Implications | 162 |
| | Implications of theory and research | 163 |
| | Implications for practitioners | 168 |
| Appendices | | 174 |
| Ribliography | | 194 |