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Appendix A: script and questions used for preliminary research

Questions of the preliminary research

Question 1:

At this moment, you are shopping. You could also be at home or doing something else. Please think of reasons why you have decided to go shopping instead of sitting home.

Question 2:

At this moment, you are shopping in Roermond. Why is it that you chose Roermond? Please think of reasons that make Roermond better (or worse) than alternatives?

Question 3: Which of the reasons mentioned in Q1 and Q2 do you think are the most important.

Script:

>Guten Tag, sind Sie Deutsch?

<Ja

> Für meine Diplomarbeit wollte ich Ihnen gerne einige kurze Fragen stellen. Wollen Sie bitte Mitarbeiten?

<Ja

- 1) Auf dieses Moment machen Sie Einkäufe. Sie könnte jetzt auch zu Hause sein, oder etwas anderes machen. Denken Sie bitte an den Gründen, warum Sie entschieden haben um Einkäufe zu machen?
- 2) Auf dieses Moment machen Sie Einkäufe in Roermond. Warum haben Sie für Roermond gewählt? Denken Sie bitte an Gründen warum Roermond für Sie besser ist dann andere Alternative
- 3) Welche Gründe, die Sie in Q1 oder Q2 genannt haben, sind für Sie die wichtigste?

Appendix B: complete questionnaire (in English and German)

Questionnaire

Dear sir/madam

For my Doctoral thesis, I am researching the motivations and choice criteria of German consumers in Roermond. This questionnaire is developed to measure these variables. Please fill out the questionnaire for me, it will cost no more than 4 minutes. 3 cheques of 25 euro will be raffled amongst all respondents.

Shopping motivations

Below you find 9 statements. These statements all refer to **shopping today**. Please think about your shopping behaviour and indicate whether you agree or not with these statements.

- 1) While shopping, there are so many things to see, smell or try, it almost feels like an adventure
- 2) I already know which products I want to buy today.
- 3) While shopping, I like to socialize (with other consumers or friends/family)

- 4) Shopping feels like an escape out of everyday life.
- 5) I shop to keep abreast of products, fashion or trends
- 6) I enjoy finding a good product or gift for someone else
- 7) I feel very satisfied when I find a discounted product, or when I make a good deal
- 8) Recreation and relaxation are important elements of my shopping trip.
- 9) I like to stroll around and being physically active
- 10) I like it when sales people do their best to serve me
- 11) I mainly shop to buy products I need

Choice criteria

Below you find 9 elements, which might determine your choice for a shopping location. Please think of the reasons **why you chose Roermond instead** of another city to shop. Please indicate how good or bad these elements in Roermond are. Furthermore indicate how important each element is for your visit to Roermond.

- 1) Retail prices
- 2) Store environment
- 3) Service in shops
- 4) Distance from your home
- 5) Prices of excise taxed products
- 6) Assortment
- 7) Atmosphere
- 8) Availability if Sunday shopping
- 9) Prettiness of Roermond

Anders, nl:

I would like to thank you for filling out the questionnaire. At last, we would like you to provide us with these some general data.

Gender m/v

Age ___

Location visited ___ DOC ___ City center ___both ___none

4	Einkäufe machen fühlt wie eine Flucht aus dem täglichen Leben	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5	Ich mache Einkäufe so daß ich im Bilde bleibe von den Produkten, der Mode oder den Trends	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6	Ich finde es schön Produkte oder Geschenke für andere zu kaufen	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7	Ich bin sehr zufrieden wenn ich ein Produkt mit Rabatt kaufe, oder wenn ich eine gute Vereinbarung gemacht habe	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8	Erholung und Entspannung sind heute wichtige Elemente	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9	Ich möchte gern herumbummeln und aktiv sein	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
10	Ich schätze es, wenn Vertreter ihr Bestes geben für mich	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
11	Ich bin hauptsächlich hier um Produkte zu kaufen die ich benötige	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Wahlkriterien

Hier unter finden Sie 11 Elemente, die Ihre Wahl für eine Lokation bestimmen können. Bitte denken Sie an die Gründe warum Sie gewählt haben für Roermond und nicht für eine andere Lokation.

bitte umblättern

Geben Sie bitte Ihr Urteil für Roermond an in dem ersten Teil.

1 = überhaupt nicht gut 4 = neutral 7 = sehr gut

Im zweiten Teil können Sie angeben wie wichtig die Elemente sind für Sie.

1= gar nicht wichtig 3 = neutral 5 = sehr wichtig

Attribute	Urteil für Roermond							Importanz für Sie				
	1	2	3	4	5	6	7	1	2	3	4	5
Die Verkaufspreise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Die Einrichtung der Geschäfte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Der Service in den Geschäfte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Die Entfernung von ihrem Wohnort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Die Preise von heruntergesetzten Produkte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Die Auswahl in Roermond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Die Atmosphäre in Roermond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verkaufsfreie Sonntage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Die Schönheit von Roermond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Andere:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Allgemeine Fragen

Ich möchte Ihnen herzlich danken für Ihre Mitarbeit. Zuletzt möchte ich Sie fragen, folgende allgemeine Fragen zu beantworten.

- Geschlecht: Mann Frau
 Alter: 18-25 26-35 36-45 46-55 55+
 Besichtigte Lokation: Designer Outlet Center Innenstadt beide

Entfernung zwischen Wohnort und Roermond: ___ Kilometer oder ___ Minuten fahren
 Mit wieviel Personen machen Sie heute Ihre einkäufe: ___ Erwachsene und ___ Kinder

- Wie oft besuchen Sie Roermond:
 Einmal pro Woche oder mehr
 Zwischen einmal pro Monat und einmal pro Woche
 Einmal pro 3 Monate oder weniger
 Heute ist das erste Mal

Sie können jetzt FREIWILLIG Ihre E-mailadresse aufschreiben. Dann haben Sie eine Chance um die Schecks von 50 Euro zu gewinnen.

Sie werden informiert, wenn Sie gewonnen haben.

Herzlichen Dank
Funs Jansen

Appendix C: script used by the interviewers

Waarom dit script?

In dit script staat het hele proces van dataverzameling vermeldt. Wellicht komt het af en toe was overbodig over. Dit is echter nodig om het verschil in enqueteren tussen de verschillende mensen tot een minimum te beperken en om praktische dingen te bespreken.

Wat is de doelgroep?

De enquête mag alleen ingevuld worden door Duitsers van 18 jaar en ouder. Bij twijfel eventjes vragen. Als mensen in een groepje (of met z'n 2en) winkelen, zorg dan dat ze **allemaal** een enquête invullen. Vraag desnoods om extra klemborden. De enquête mag uitsluitend individueel ingevuld worden.

Wat heb je bij je?

- enkele klemborden
- een stapeltje oningevulde enquêtes
- een plastic zak (om ingevulde enquêtes en ongebruikte materialen in te doen)
- een flinke zwik pennen
- dit script

Aanspreken van de consument:

Iedere (groep van) consument(en) kun je aanspreken met: “Goedemiddag, komt U uit Nederland of uit Duitsland?”

Als de ondervraagde Nederlands is, kun je hem bedanken of zeggen: “OK, dat was het”

Als de ondervraagde Duits is, dan start het proces van overtuigen.

Overtuigen van de consument:

Niet iedereen staat te springen om een enquête in te vullen. Om het slechte gevoel weg te poetsen zijn er 3 elementen die je kan gebruiken om te overtuigen.

- 1) Gewinn! Man kann eine Scheck von fünfzig euro gewinnen
- 2) Es dauert kurz, nur drei oder vier Minute. (Nur 1 A4!)
- 3) Es ist für ein Diplomarbeit

Als je weet dat ze Duits zijn, kun je het beste beginnen met de algemene vraag: “Wollen Sie denn bitte eine Frageliste ausfüllen?” Leg eventueel uit dat: “die Frageliste handelt um Deutsche Konsumente in Roermond auf einen verkaufsoffene Sonntag.“ Willen ze niet meewerken, helaas, bedank ze en op naar de volgende. Willen ze wel meewerken, geef de mensen dan een klembord met enquête en laat ze het invullen

Het invullen van de enquête

Dit moeten de consumenten zelf doen. Het kan voorkomen dat de consument een vraag heeft. Er zijn 2 soorten vragen.

1) Een vraag over het systeem van de vragenlijst

Deze vraag kun je, als je zelf de enquête snapt, goed oplossen. Leg uit hoe het zou moeten werken aan de consument.

2) Een vraag over wat er precies bedoeld wordt met een stelling of attribuut

Deze vragen zijn wat moeilijker. Daarom heb ik een lijstje met toelichting gemaakt. Deze staat even verderop en wellicht dat je dan de vraag kan snappen. Als ik in de buurt ben, kun je mij ook altijd vragen

De enquête moet volledig ingevuld worden. Let er vooral op dat de achterkant ook ingevuld wordt. Anders is de enquête waardeloos. Als de enquête volledig is ingevuld, bedank je de consument en ga je de volgende aanspreken.

Hoe werkt het met de 3 cheques

Consumenten die hun e-mailadres opschrijven, krijgen een emailtje als ze eruit geloot zijn. Na de loting wordt hun emailadres direct verwijderd. Uiteraard wordt het voor niks anders gebruikt.

Samenvatting van gesprek:

- Goedemiddag, komt U uit Nederland of uit Duitsland?"
- < Aus Deutschland
- Wollen Sie denn bitte eine Frageliste ausfüllen? Die Frageliste händelt um Deutsche Konsumente in Roermond auf einen verkaufsoffene Sonntag. Es dauert nur drei oder vier Minuten und sie können ein Scheck von 50 Euro gewinnen!
- < Ja, das ist gut
(Invullen enquete en eventuele vragen beantwoorden)
- Herzlichen Dank für Ihre mitarbeit! Tjuss

Uitleg enquete

DEEL I: UITLEG VAN DE ENQUETE

Dit gedeelte informeert de consument over het waarom van de enquete. Ook wordt aangegeven dat ze een cheque van 50 euro kunnen winnen (als ze op het eind hun e-mailadres invullen)

DEEL II: SHOPPING MOTIVATIONS

Dit zijn stellingen waarbij de consument moet aangeven hoe erg hij ermee eens of oneens is. Alle vragen gaan over vandaag! Niet het shoppen van donderdag in Leuth, maar vandaag. De stellingen spreken vrij voor zich, bij vragen kun je je tot mij wenden.

DEEL III: KEUZE CRITERIA

De mogelijke keuze criteria die er zijn worden hier neergezet. De consument moet 2 dingen aangeven.

- 1) Hoe goed of slecht dit attribuut is op een schaal van 1 tot 7
- 2) Hoe belangrijk het attribuut is **voor hen**

Attribuut 4 meet hoe belangrijk de afstand is. Dit is een subjectieve vraag. Voorbeeld: iemand die 10 km ver weg woont, kan de afstand slecht vinden, en iemand op 30 km kan het goed te doen vinden. Wat vindt de consument van de afstand tot hun woonplaats is de centrale vraag.

Attribuut 5 gaat over accijnsproducten. Als hier vragen over zijn, geef dan voorbeelden, zoals: Zigaretten, Alcohol, Tabak oder Benzin.

Attribuut 6 gaat over het assortiment van Roermond in totaal, dus niet afzonderlijke winkels, mocht dit gevraagd worden.

Attribuut 8 gaat over de mogelijkheid tot zondagshoppen. Vinden ze dit goed geregeld in roermond of niet. En belangrijker, zijn deze zondagen belangrijk voor hen.

DEEL IV: ALGEMENE DATA

Hier worden algemene data verzameld, zodat het straks makkelijker is om de consumenten in hokjes te stoppen

Bij afstand kunnen ze het aantal kilometers, het aantal minuten reizen, of allebei invullen. Dat laatste heeft mijn voorkeur

Appendix D: Differences between groups

T-Test

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
Adventure shopping	0	80	4,50	1,467	,164
	1	68	4,25	1,520	,184
Efficient shopping	0	80	4,41	2,220	,248
	1	68	4,63	2,171	,263
Social shopping	0	80	4,28	1,750	,196
	1	68	4,21	1,733	,210
Gratification shopping	0	80	3,74	1,894	,212
	1	68	3,91	1,883	,228
Idea shopping	0	80	4,15	1,677	,188
	1	68	4,53	1,723	,209

Role shopping	0	80	5,29	1,608	,180
	1	68	5,63	1,638	,199
Value shopping	0	80	6,08	1,261	,141
	1	68	6,37	1,091	,132
Recreational shopping	0	80	5,40	1,539	,172
	1	68	5,75	1,331	,161
Physical activity	0	80	5,19	1,450	,162
	1	68	5,88	1,276	,155
Status & authority	0	80	5,15	1,758	,197
	1	68	5,59	1,509	,183
Need for shopping	0	80	5,00	1,699	,190
	1	68	4,62	1,955	,237
Retail prices	0	80	5,14	1,099	,123
	1	68	5,12	1,191	,144
Store environment	0	80	5,60	1,051	,117
	1	68	5,10	1,478	,179
Service in shops	0	80	5,30	1,344	,150
	1	68	5,26	1,311	,159
Perceived distance	0	80	4,69	1,580	,177
	1	68	4,50	1,635	,198
Prices of excised taxed products	0	80	5,29	1,193	,133
	1	68	5,38	1,305	,158
Assortment	0	80	5,70	1,163	,130
	1	68	5,51	1,377	,167
Atmosphere	0	79	5,81	1,156	,130
	1	68	5,82	1,196	,145
Availability of Sunday shopping	0	80	6,09	1,425	,159
	1	68	6,07	1,713	,208
Prettiness of Roermond	0	80	5,31	1,197	,134
	1	68	5,43	1,509	,183
Retail prices	0	80	4,10	,949	,106
	1	68	4,46	,937	,114

Store environment	0	80	3,63	,986	,110
	1	68	3,78	,944	,114
Service in shops	0	80	3,78	1,006	,112
	1	68	4,07	,951	,115
Perceived distance	0	80	3,26	1,099	,123
	1	68	3,53	1,139	,138
Prices of excised taxed products	0	80	4,11	,827	,092
	1	68	4,15	1,069	,130
Assortment	0	80	4,03	,856	,096
	1	68	4,25	,870	,106
Atmosphere	0	79	3,75	,940	,106
	1	68	4,06	,960	,116
Availability of Sunday shopping	0	80	4,05	1,090	,122
	1	68	4,41	,868	,105
Prettiness of Roermond	0	80	3,45	1,005	,112
	1	68	3,85	1,069	,130

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Adventure shopping	Equal variances assumed	,003	,958	1,016	146	,311	,250	,246	-,236	,736
	Equal variances not assumed			1,013	140,439	,313	,250	,247	-,238	,738
Efficient shopping	Equal variances assumed	,053	,817	-,606	146	,545	-,220	,363	-,936	,497
	Equal variances not assumed			-,608	143,133	,544	-,220	,362	-,935	,495

Social shopping	Equal variances assumed	,042	,838	,241	146	,810	,069	,287	-,499	,637
	Equal variances not assumed			,241	142,626	,810	,069	,287	-,498	,637
Gratification shopping	Equal variances assumed	,204	,652	-,559	146	,577	-,174	,312	-,790	,442
	Equal variances not assumed			-,560	142,459	,577	-,174	,311	-,790	,441
Idea shopping	Equal variances assumed	,099	,753	-1,354	146	,178	-,379	,280	-,933	,174
	Equal variances not assumed			-1,351	140,873	,179	-,379	,281	-,934	,176
Role shopping	Equal variances assumed	,080	,777	-1,289	146	,199	-,345	,268	-,874	,184
	Equal variances not assumed			-1,287	141,316	,200	-,345	,268	-,875	,185
Value shopping	Equal variances assumed	,244	,622	-1,496	146	,137	-,293	,196	-,679	,094
	Equal variances not assumed			-1,514	145,945	,132	-,293	,193	-,675	,089
Recreational shopping	Equal variances assumed	,052	,819	-1,466	146	,145	-,350	,239	-,822	,122
	Equal variances not assumed			-1,483	145,951	,140	-,350	,236	-,816	,116
Physical activity	Equal variances assumed	,521	,472	-3,068	146	,003	-,695	,226	-1,142	-,247
	Equal variances not assumed			-3,100	145,818	,002	-,695	,224	-1,138	-,252
Status & authority	Equal variances assumed	3,509	,063	-1,612	146	,109	-,438	,272	-,976	,099
	Equal variances not assumed			-1,632	145,984	,105	-,438	,269	-,969	,092
Need for shopping	Equal variances assumed	2,896	,091	1,273	146	,205	,382	,300	-,211	,976

	Equal variances not assumed			1,259	133,848	,210	,382	,304	-,218	,983
Retail prices	Equal variances assumed	,690	,408	,105	146	,916	,020	,188	-,353	,392
	Equal variances not assumed			,105	137,859	,917	,020	,190	-,355	,395
Store environment	Equal variances assumed	10,919	,001	2,383	146	,018	,497	,209	,085	,909
	Equal variances not assumed			2,320	118,412	,022	,497	,214	,073	,921
Service in shops	Equal variances assumed	,040	,841	,161	146	,872	,035	,219	-,398	,469
	Equal variances not assumed			,161	143,232	,872	,035	,219	-,397	,468
Perceived distance	Equal variances assumed	,575	,449	,708	146	,480	,188	,265	-,336	,711
	Equal variances not assumed			,706	140,513	,481	,188	,265	-,337	,712
Prices of excised taxed products	Equal variances assumed	2,592	,110	-,462	146	,645	-,095	,205	-,501	,311
	Equal variances not assumed			-,458	137,255	,647	-,095	,207	-,504	,314
Assortment	Equal variances assumed	2,752	,099	,888	146	,376	,185	,209	-,227	,598
	Equal variances not assumed			,876	131,787	,383	,185	,212	-,233	,604
Atmosphere	Equal variances assumed	1,142	,287	-,069	145	,945	-,013	,194	-,397	,371
	Equal variances not assumed			-,069	140,173	,945	-,013	,195	-,399	,372
Availability of Sunday shopping	Equal variances assumed	,516	,474	,054	146	,957	,014	,258	-,496	,524
	Equal variances not assumed			,053	130,648	,958	,014	,262	-,504	,532

Prettiness of Roermond	Equal variances assumed	3,207	,075	-,512	146	,609	-,114	,223	-,554	,326
	Equal variances not assumed			-,503	127,001	,616	-,114	,227	-,563	,335
Retail prices	Equal variances assumed	,027	,870	-2,286	146	,024	-,356	,156	-,664	-,048
	Equal variances not assumed			-2,288	142,740	,024	-,356	,156	-,663	-,048
Store environment	Equal variances assumed	,313	,577	-,968	146	,334	-,154	,159	-,470	,161
	Equal variances not assumed			-,972	143,909	,333	-,154	,159	-,468	,160
Service in shops	Equal variances assumed	,702	,404	-1,844	146	,067	-,299	,162	-,618	,021
	Equal variances not assumed			-1,853	144,320	,066	-,299	,161	-,617	,020
Perceived distance	Equal variances assumed	,500	,481	-1,448	146	,150	-,267	,184	-,631	,097
	Equal variances not assumed			-1,443	140,433	,151	-,267	,185	-,632	,099
Prices of excised taxed products	Equal variances assumed	4,824	,030	-,222	146	,825	-,035	,156	-,343	,274
	Equal variances not assumed			-,217	125,046	,828	-,035	,159	-,350	,280
Assortment	Equal variances assumed	1,756	,187	-1,581	146	,116	-,225	,142	-,506	,056
	Equal variances not assumed			-1,579	141,428	,117	-,225	,143	-,507	,057
Atmosphere	Equal variances assumed	,277	,599	-1,987	145	,049	-,312	,157	-,622	-,002
	Equal variances not assumed			-1,983	140,828	,049	-,312	,157	-,623	-,001
Availability of Sunday shopping	Equal variances assumed	2,665	,105	-2,206	146	,029	-,362	,164	-,686	-,038

Prettiness of Roermond	Equal variances not assumed			-2,247	145,418	,026	-,362	,161	-,680	-,044
	Equal variances assumed	,184	,668	-2,361	146	,020	-,403	,171	-,740	-,066
	Equal variances not assumed			-2,349	138,983	,020	-,403	,172	-,742	-,064

T-Test

Notes

Output Created		06-FEB-2006 09:49:28
Comments		
Input	Data	M:\opgeschoonde database.sav
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		<pre> T-TEST GROUPS = bezocht(0 2) /MISSING = ANALYSIS /VARIABLES = sm1 sm2 sm3 sm4 sm5 sm6 sm7 sm8 sm9 sm10 sm11 cc1a cc2a cc3a cc4a cc5a cc6a cc7a cc8a cc9a cc1b cc2b cc3b cc4b cc5b cc6b cc7b cc8b cc9b /CRITERIA = CI(.95) . </pre>

Resources	Elapsed Time	0:00:00,03
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Group Statistics

	Visited	N	Mean	Std. Deviation	Std. Error Mean
Adventure shopping	0	77	4,32	1,499	,171
	2	69	4,48	1,481	,178
Efficient shopping	0	77	4,57	2,239	,255
	2	69	4,42	2,179	,262
Social shopping	0	77	4,13	1,649	,188
	2	69	4,36	1,855	,223
Gratification shopping	0	77	3,56	1,923	,219
	2	69	4,04	1,866	,225
Idea shopping	0	77	3,99	1,824	,208
	2	69	4,67	1,511	,182
Role shopping	0	77	5,22	1,811	,206
	2	69	5,77	1,352	,163
Value shopping	0	77	6,16	1,309	,149
	2	69	6,30	1,061	,128
Recreational shopping	0	77	5,32	1,551	,177
	2	69	5,86	1,287	,155
Physical activity	0	77	5,16	1,433	,163
	2	69	5,91	1,303	,157
Status & authority	0	77	5,40	1,648	,188
	2	69	5,25	1,675	,202
Need for shopping	0	77	4,91	1,808	,206
	2	69	4,75	1,810	,218
Retail prices	0	77	5,25	1,205	,137
	2	69	5,06	1,097	,132
Store environment	0	77	5,52	1,284	,146
	2	69	5,33	1,280	,154
Service in shops	0	77	5,44	1,293	,147

	2	69	5,14	1,353	,163
Perceived distance	0	77	4,38	1,581	,180
	2	69	4,80	1,596	,192
Prices of excised taxed products	0	77	5,35	1,275	,145
	2	69	5,39	1,251	,151
Assortment	0	77	5,65	1,144	,130
	2	69	5,64	1,414	,170
Atmosphere	0	76	5,54	1,259	,144
	2	69	6,06	1,027	,124
Availability of Sunday shopping	0	77	5,96	1,728	,197
	2	69	6,22	1,360	,164
Prettiness of Roermond	0	77	4,86	1,305	,149
	2	69	5,87	1,187	,143
Retail prices	0	77	4,29	,971	,111
	2	69	4,25	,961	,116
Store environment	0	77	3,61	,975	,111
	2	69	3,80	,979	,118
Service in shops	0	77	3,78	1,021	,116
	2	69	4,06	,953	,115
Perceived distance	0	77	3,35	1,036	,118
	2	69	3,41	1,229	,148
Prices of excised taxed products	0	77	4,09	,989	,113
	2	69	4,19	,827	,100
Assortment	0	77	4,03	,888	,101
	2	69	4,25	,830	,100
Atmosphere	0	76	3,62	,923	,106
	2	69	4,16	,933	,112
Availability of Sunday shopping	0	77	4,10	1,059	,121
	2	69	4,33	,950	,114
Prettiness of Roermond	0	77	3,17	1,031	,118
	2	69	4,13	,839	,101

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Adventure shopping	Equal variances assumed	,007	,931	-,621	144	,535	-,154	,247	-,642	,335
	Equal variances not assumed			-,622	142,620	,535	-,154	,247	-,642	,335
Efficient shopping	Equal variances assumed	,524	,470	,412	144	,681	,151	,366	-,573	,875
	Equal variances not assumed			,413	143,004	,680	,151	,366	-,572	,874
Social shopping	Equal variances assumed	2,457	,119	-,802	144	,424	-,232	,290	-,806	,341
	Equal variances not assumed			-,796	136,968	,427	-,232	,292	-,810	,345
Gratification shopping	Equal variances assumed	,400	,528	-1,543	144	,125	-,485	,314	-1,106	,136
	Equal variances not assumed			-1,545	143,067	,124	-,485	,314	-1,105	,135
Idea shopping	Equal variances assumed	3,253	,073	-2,435	144	,016	-,680	,279	-1,231	-,128
	Equal variances not assumed			-2,460	143,147	,015	-,680	,276	-1,226	-,134
Role shopping	Equal variances assumed	5,685	,018	-2,050	144	,042	-,547	,267	-1,075	-,020
	Equal variances not assumed			-2,082	139,587	,039	-,547	,263	-1,067	-,028
Value shopping	Equal variances assumed	1,136	,288	-,748	144	,456	-,149	,199	-,541	,244

	Equal variances not assumed			-,756	142,635	,451	-,149	,196	-,537	,240
Recreational shopping	Equal variances assumed	1,571	,212	-2,234	144	,027	-,530	,237	-1,000	-,061
	Equal variances not assumed			-2,257	143,172	,026	-,530	,235	-,995	-,066
Physical activity	Equal variances assumed	,430	,513	-3,326	144	,001	-,757	,228	-1,207	-,307
	Equal variances not assumed			-3,343	143,966	,001	-,757	,226	-1,205	-,310
Status & authority	Equal variances assumed	,475	,492	,567	144	,571	,156	,275	-,388	,700
	Equal variances not assumed			,567	141,731	,572	,156	,276	-,389	,701
Need for shopping	Equal variances assumed	,060	,806	,518	144	,605	,155	,300	-,437	,748
	Equal variances not assumed			,518	142,221	,605	,155	,300	-,437	,748
Retail prices	Equal variances assumed	1,510	,221	,986	144	,326	,189	,191	-,190	,567
	Equal variances not assumed			,991	143,962	,323	,189	,190	-,188	,565
Store environment	Equal variances assumed	,002	,968	,876	144	,382	,186	,212	-,234	,606
	Equal variances not assumed			,876	142,359	,382	,186	,212	-,234	,606
Service in shops	Equal variances assumed	,283	,596	1,354	144	,178	,297	,219	-,136	,730
	Equal variances not assumed			1,350	140,569	,179	,297	,220	-,138	,731
Perceived distance	Equal variances assumed	,040	,842	-1,597	144	,112	-,420	,263	-,941	,100
	Equal variances not assumed			-1,596	141,972	,113	-,420	,263	-,941	,100

Prices of excised taxed products	Equal variances assumed	,098	,755	-,194	144	,846	-,041	,209	-,455	,373
	Equal variances not assumed			-,194	142,800	,846	-,041	,209	-,454	,373
Assortment	Equal variances assumed	3,243	,074	,055	144	,956	,012	,212	-,407	,431
	Equal variances not assumed			,054	130,907	,957	,012	,214	-,413	,436
Atmosphere	Equal variances assumed	3,483	,064	-2,700	143	,008	-,518	,192	-,898	-,139
	Equal variances not assumed			-2,727	141,441	,007	-,518	,190	-,894	-,143
Availability of Sunday shopping	Equal variances assumed	1,375	,243	-,988	144	,325	-,256	,259	-,769	,256
	Equal variances not assumed			-1,001	141,706	,318	-,256	,256	-,763	,250
Prettiness of Roermond	Equal variances assumed	,298	,586	-4,883	144	,000	-1,012	,207	-1,422	-,603
	Equal variances not assumed			-4,909	143,964	,000	-1,012	,206	-1,420	-,605
Retail prices	Equal variances assumed	,006	,939	,246	144	,806	,039	,160	-,277	,356
	Equal variances not assumed			,246	142,578	,806	,039	,160	-,277	,356
Store environment	Equal variances assumed	,015	,902	-1,153	144	,251	-,187	,162	-,507	,133
	Equal variances not assumed			-1,153	142,151	,251	-,187	,162	-,507	,134
Service in shops	Equal variances assumed	,292	,590	-1,699	144	,091	-,279	,164	-,603	,045
	Equal variances not assumed			-1,706	143,753	,090	-,279	,163	-,602	,044
Perceived distance	Equal variances assumed	2,824	,095	-,294	144	,769	-,055	,187	-,426	,315

	Equal variances not assumed										
Prices of excised taxed products	Equal variances assumed	,820	,367	-,642	144	,522	-,097	,152	-,398	,203	
	Equal variances not assumed			-,648	143,344	,518	-,097	,150	-,395	,200	
Assortment	Equal variances assumed	,549	,460	-1,544	144	,125	-,220	,143	-,503	,062	
	Equal variances not assumed			-1,550	143,741	,123	-,220	,142	-,501	,061	
Atmoshere	Equal variances assumed	,135	,713	-3,505	143	,001	-,541	,154	-,846	-,236	
	Equal variances not assumed			-3,504	141,344	,001	-,541	,154	-,846	-,236	
Availability of Sunday shopping	Equal variances assumed	,540	,464	-1,372	144	,172	-,229	,167	-,560	,101	
	Equal variances not assumed			-1,380	143,999	,170	-,229	,166	-,558	,099	
Prettiness of Roermond	Equal variances assumed	1,952	,164	-6,138	144	,000	-,962	,157	-1,271	-,652	
	Equal variances not assumed			-6,207	142,706	,000	-,962	,155	-1,268	-,655	

T-Test

Notes

Output Created		06-FEB-2006 09:50:01
Comments		
Input	Data	M:\opgeschoonde database.sav
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing Cases Used	User defined missing values are treated as missing. Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS = volw(2.1) /MISSING = ANALYSIS /VARIABLES = sm1 sm2 sm3 sm4 sm5 sm6 sm7 sm8 sm9 sm10 sm11 cc1a cc2a cc3a cc4a cc5a cc6a cc7a cc8a cc9a cc1b cc2b cc3b cc4b cc5b cc6b cc7b cc8b cc9b /CRITERIA = CI(.95) .
Resources	Elapsed Time	0:00:00,09

Group Statistics

	Adults	N	Mean	Std. Deviation	Std. Error Mean
Adventure shopping	>= 2	46	4,59	1,484	,219
	< 2	89	4,21	1,481	,157
Efficient shopping	>= 2	46	4,04	2,394	,353
	< 2	89	4,60	2,104	,223
Social shopping	>= 2	46	4,85	1,633	,241
	< 2	89	3,99	1,716	,182
Gratification shopping	>= 2	46	4,15	1,897	,280
	< 2	89	3,72	1,936	,205
Idea shopping	>= 2	46	4,52	1,683	,248
	< 2	89	4,33	1,737	,184
Role shopping	>= 2	46	5,37	1,793	,264
	< 2	89	5,53	1,493	,158

Value shopping	>= 2	46	6,28	1,089	,161
	< 2	89	6,31	1,051	,111
Recreational shopping	>= 2	46	5,50	1,560	,230
	< 2	89	5,64	1,392	,148
Physical activity	>= 2	46	5,50	1,517	,224
	< 2	89	5,58	1,321	,140
Status & authority	>= 2	46	5,41	1,892	,279
	< 2	89	5,35	1,546	,164
Need for shopping	>= 2	46	4,65	2,002	,295
	< 2	89	4,92	1,772	,188
Retail prices	>= 2	46	5,41	1,045	,154
	< 2	89	5,02	1,187	,126
Store environment	>= 2	46	5,67	1,175	,173
	< 2	89	5,26	1,394	,148
Service in shops	>= 2	46	5,54	1,260	,186
	< 2	89	5,20	1,358	,144
Perceived distance	>= 2	46	4,24	1,676	,247
	< 2	89	4,73	1,521	,161
Prices of excised taxed products	>= 2	46	5,59	1,343	,198
	< 2	89	5,38	1,133	,120
Assortment	>= 2	46	5,87	1,067	,157
	< 2	89	5,52	1,349	,143
Atmosphere	>= 2	45	5,96	1,242	,185
	< 2	89	5,78	1,165	,124
Availability of Sunday shopping	>= 2	46	6,15	1,534	,226
	< 2	89	6,12	1,580	,167
Prettiness of Roermond	>= 2	46	5,37	1,271	,187
	< 2	89	5,29	1,392	,148
Retail prices	>= 2	46	4,43	,720	,106
	< 2	89	4,24	1,012	,107
Store environment	>= 2	46	3,70	1,030	,152
	< 2	89	3,71	,907	,096

Service in shops	>= 2	46	3,91	,890	,131
	< 2	89	3,88	1,032	,109
Perceived distance	>= 2	46	3,20	1,310	,193
	< 2	89	3,49	1,024	,109
Prices of excised taxed products	>= 2	46	4,17	1,060	,156
	< 2	89	4,17	,882	,094
Assortment	>= 2	46	4,13	1,002	,148
	< 2	89	4,18	,806	,085
Atmoshere	>= 2	45	3,87	,991	,148
	< 2	89	3,90	,966	,102
Availability of Sunday shopping	>= 2	46	4,28	,981	,145
	< 2	89	4,21	,994	,105
Prettiness of Roermond	>= 2	46	3,48	1,090	,161
	< 2	89	3,65	1,035	,110

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Adventure shopping	Equal variances assumed	,089	,766	1,388	133	,168	,373	,269	-,159	,906
	Equal variances not assumed			1,387	90,896	,169	,373	,269	-,162	,908
Efficient shopping	Equal variances assumed	4,709	,032	-1,378	133	,171	-,552	,401	-1,344	,240
	Equal variances not assumed			-1,322	81,451	,190	-,552	,418	-1,383	,279
Social shopping	Equal variances assumed	,265	,608	2,803	133	,006	,859	,307	,253	1,465

	Equal variances not assumed			2,848	95,171	,005	,859	,302	,260	1,458
Gratification shopping	Equal variances assumed	,034	,853	1,240	133	,217	,433	,349	-,258	1,124
	Equal variances not assumed			1,248	92,765	,215	,433	,347	-,256	1,122
Idea shopping	Equal variances assumed	,169	,682	,628	133	,531	,196	,312	-,422	,813
	Equal variances not assumed			,634	93,672	,528	,196	,309	-,418	,809
Role shopping	Equal variances assumed	,945	,333	-,545	133	,586	-,159	,291	-,734	,417
	Equal variances not assumed			-,514	77,908	,608	-,159	,308	-,772	,455
Value shopping	Equal variances assumed	,046	,831	-,166	133	,869	-,032	,193	-,414	,350
	Equal variances not assumed			-,164	88,316	,870	-,032	,195	-,420	,356
Recreational shopping	Equal variances assumed	,847	,359	-,533	133	,595	-,140	,263	-,662	,381
	Equal variances not assumed			-,514	82,512	,609	-,140	,273	-,684	,403
Physical activity	Equal variances assumed	1,513	,221	-,334	133	,739	-,084	,252	-,584	,415
	Equal variances not assumed			-,319	80,867	,750	-,084	,264	-,609	,441
Status & authority	Equal variances assumed	3,398	,068	,213	133	,831	,065	,303	-,535	,665
	Equal variances not assumed			,200	76,713	,842	,065	,324	-,580	,709
Need for shopping	Equal variances assumed	1,916	,169	-,800	133	,425	-,269	,337	-,935	,397
	Equal variances not assumed			-,769	81,952	,444	-,269	,350	-,965	,427

Retail prices	Equal variances assumed	,048	,827	1,885	133	,062	,391	,207	-,019	,800
	Equal variances not assumed			1,963	101,843	,052	,391	,199	-,004	,785
Store environment	Equal variances assumed	1,395	,240	1,728	133	,086	,415	,240	-,060	,891
	Equal variances not assumed			1,825	105,713	,071	,415	,228	-,036	,867
Service in shops	Equal variances assumed	,232	,631	1,417	133	,159	,341	,241	-,135	,817
	Equal variances not assumed			1,452	97,353	,150	,341	,235	-,125	,808
Perceived distance	Equal variances assumed	,225	,636	-1,718	133	,088	-,491	,286	-1,057	,074
	Equal variances not assumed			-1,665	83,709	,100	-,491	,295	-1,078	,095
Prices of excised taxed products	Equal variances assumed	,830	,364	,934	133	,352	,205	,219	-,229	,639
	Equal variances not assumed			,885	78,765	,379	,205	,232	-,256	,666
Assortment	Equal variances assumed	4,116	,044	1,540	133	,126	,353	,229	-,100	,806
	Equal variances not assumed			1,659	111,277	,100	,353	,213	-,069	,774
Atmosphere	Equal variances assumed	,383	,537	,827	132	,410	,180	,218	-,251	,611
	Equal variances not assumed			,810	83,586	,420	,180	,223	-,262	,623
Availability of Sunday shopping	Equal variances assumed	,000	,988	,101	133	,920	,029	,284	-,533	,591
	Equal variances not assumed			,102	93,478	,919	,029	,281	-,530	,587
Prettiness of Roermond	Equal variances assumed	1,369	,244	,315	133	,753	,077	,246	-,408	,563

	Equal variances not assumed			,325	98,652	,746	,077	,239	-,396	,551
Retail prices	Equal variances assumed	4,054	,046	1,186	133	,238	,199	,168	-,133	,530
	Equal variances not assumed			1,318	119,899	,190	,199	,151	-,100	,497
Store environment	Equal variances assumed	1,469	,228	-,071	133	,944	-,012	,173	-,354	,329
	Equal variances not assumed			-,068	81,603	,946	-,012	,180	-,370	,345
Service in shops	Equal variances assumed	,339	,561	,205	133	,838	,037	,179	-,317	,391
	Equal variances not assumed			,214	103,626	,831	,037	,171	-,302	,375
Perceived distance	Equal variances assumed	1,885	,172	-1,457	133	,147	-,299	,205	-,704	,107
	Equal variances not assumed			-1,348	74,116	,182	-,299	,222	-,740	,143
Prices of excised taxed products	Equal variances assumed	3,325	,070	,031	133	,975	,005	,172	-,334	,345
	Equal variances not assumed			,029	77,847	,977	,005	,182	-,357	,368
Assortment	Equal variances assumed	4,769	,031	-,310	133	,757	-,049	,159	-,364	,266
	Equal variances not assumed			-,289	75,749	,773	-,049	,171	-,389	,291
Atmoshere	Equal variances assumed	,449	,504	-,181	132	,857	-,032	,178	-,385	,320
	Equal variances not assumed			-,179	86,453	,858	-,032	,180	-,389	,325
Availability of Sunday shopping	Equal variances assumed	,088	,767	,385	133	,701	,069	,180	-,286	,425
	Equal variances not assumed			,386	92,139	,700	,069	,179	-,286	,425

Prettiness of Roermond	Equal variances assumed	,370	,544	-,906	133	,366	-,173	,191	-,552	,205
	Equal variances not assumed			-,891	87,011	,375	-,173	,195	-,560	,213

T-Test

Notes

Output Created		06-FEB-2006 09:50:24
Comments		
Input	Data	M:\opgeschoonde database.sav
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		<pre>T-TEST GROUPS = kids(0 1) /MISSING = ANALYSIS /VARIABLES = sm1 sm2 sm3 sm4 sm5 sm6 sm7 sm8 sm9 sm10 sm11 cc1a cc2a cc3a cc4a cc5a cc6a cc7a cc8a cc9a cc1b cc2b cc3b cc4b cc5b cc6b cc7b cc8b cc9b /CRITERIA = CI(.95) .</pre>
Resources	Elapsed Time	0:00:00,05

Group Statistics

	Children	N	Mean	Std. Deviation	Std. Error Mean
Adventure shopping	0	89	4,39	1,379	,146
	1	46	4,24	1,689	,249
Efficient shopping	0	89	4,16	2,330	,247
	1	46	4,89	1,900	,280
Social shopping	0	89	4,18	1,689	,179
	1	46	4,48	1,810	,267
Gratification shopping	0	89	3,89	1,997	,212
	1	46	3,83	1,805	,266
Idea shopping	0	89	4,51	1,785	,189
	1	46	4,17	1,568	,231
Role shopping	0	89	5,46	1,672	,177
	1	46	5,50	1,457	,215
Value shopping	0	89	6,29	1,100	,117
	1	46	6,33	,990	,146
Recreational shopping	0	89	5,64	1,502	,159
	1	46	5,50	1,346	,198
Physical activity	0	89	5,64	1,392	,148
	1	46	5,39	1,374	,203
Status & authority	0	89	5,30	1,767	,187
	1	46	5,50	1,457	,215
Need for shopping	0	89	4,79	1,880	,199
	1	46	4,91	1,811	,267
Retail prices	0	89	5,20	1,179	,125
	1	46	5,07	1,104	,163
Store environment	0	89	5,45	1,297	,137
	1	46	5,30	1,412	,208
Service in shops	0	89	5,39	1,362	,144
	1	46	5,17	1,270	,187
Perceived	0	89	4,70	1,620	,172

distance	1	46	4,30	1,504	,222
Prices of excised taxed products	0	89	5,51	1,159	,123
	1	46	5,35	1,303	,192
Assortment	0	89	5,60	1,320	,140
	1	46	5,72	1,167	,172
Atmosphere	0	88	5,81	1,249	,133
	1	46	5,89	1,080	,159
Availability of Sunday shopping	0	89	6,17	1,509	,160
	1	46	6,07	1,665	,246
Prettiness of Roermond	0	89	5,24	1,332	,141
	1	46	5,48	1,378	,203
Retail prices	0	89	4,30	,982	,104
	1	46	4,30	,813	,120
Store environment	0	89	3,69	,995	,106
	1	46	3,74	,855	,126
Service in shops	0	89	3,89	1,027	,109
	1	46	3,89	,900	,133
Perceived distance	0	89	3,43	1,117	,118
	1	46	3,33	1,175	,173
Prices of excised taxed products	0	89	4,19	,964	,102
	1	46	4,13	,909	,134
Assortment	0	89	4,17	,869	,092
	1	46	4,15	,894	,132
Atmosphere	0	88	3,89	,952	,101
	1	46	3,89	1,016	,150
Availability of Sunday shopping	0	89	4,19	1,010	,107
	1	46	4,33	,944	,139
Prettiness of Roermond	0	89	3,51	1,013	,107
	1	46	3,76	1,119	,165

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Adventure shopping	Equal variances assumed	1,198	,276	,569	133	,570	,154	,271	-,381	,690
	Equal variances not assumed			,534	76,676	,595	,154	,289	-,421	,729
Efficient shopping	Equal variances assumed	6,573	,011	-1,842	133	,068	-,734	,398	-1,522	,054
	Equal variances not assumed			-1,965	108,596	,052	-,734	,373	-1,474	,006
Social shopping	Equal variances assumed	,681	,411	-,949	133	,344	-,298	,314	-,920	,323
	Equal variances not assumed			-,929	85,738	,356	-,298	,321	-,937	,340
Gratification shopping	Equal variances assumed	1,149	,286	,175	133	,861	,062	,351	-,633	,756
	Equal variances not assumed			,181	99,563	,857	,062	,340	-,613	,736
Idea shopping	Equal variances assumed	1,642	,202	1,066	133	,289	,332	,311	-,284	,947
	Equal variances not assumed			1,111	102,047	,269	,332	,299	-,261	,924
Role shopping	Equal variances assumed	1,000	,319	-,135	133	,893	-,039	,291	-,615	,536
	Equal variances not assumed			-,141	102,792	,888	-,039	,278	-,592	,513
Value shopping	Equal variances assumed	,003	,955	-,176	133	,861	-,034	,193	-,416	,348
	Equal variances not assumed			-,182	99,907	,856	-,034	,187	-,405	,337

Recreational shopping	Equal variances assumed	,050	,824	,533	133	,595	,140	,263	-,381	,662
	Equal variances not assumed			,552	100,323	,582	,140	,254	-,364	,645
Physical activity	Equal variances assumed	,144	,705	,990	133	,324	,249	,252	-,249	,747
	Equal variances not assumed			,994	92,141	,323	,249	,251	-,249	,747
Status & authority	Equal variances assumed	3,564	,061	-,649	133	,518	-,197	,303	-,796	,403
	Equal variances not assumed			-,690	107,640	,492	-,197	,285	-,762	,368
Need for shopping	Equal variances assumed	,000	,985	-,375	133	,708	-,127	,337	-,793	,540
	Equal variances not assumed			-,380	94,124	,705	-,127	,333	-,788	,535
Retail prices	Equal variances assumed	1,464	,228	,654	133	,514	,137	,210	-,278	,552
	Equal variances not assumed			,668	96,581	,506	,137	,205	-,270	,544
Store environment	Equal variances assumed	,681	,411	,598	133	,551	,145	,243	-,335	,625
	Equal variances not assumed			,582	84,570	,562	,145	,250	-,351	,641
Service in shops	Equal variances assumed	,128	,721	,907	133	,366	,219	,242	-,259	,698
	Equal variances not assumed			,928	96,875	,356	,219	,236	-,250	,689
Perceived distance	Equal variances assumed	1,567	,213	1,366	133	,174	,392	,287	-,176	,960
	Equal variances not assumed			1,399	97,261	,165	,392	,280	-,164	,949
Prices of excised taxed products	Equal variances assumed	,254	,615	,718	133	,474	,158	,220	-,277	,592

	Equal variances not assumed			,692	82,288	,491	,158	,228	-,296	,612
Assortment	Equal variances assumed	1,830	,178	-,528	133	,598	-,122	,231	-,578	,335
	Equal variances not assumed			-,549	101,497	,584	-,122	,222	-,562	,318
Atmosphere	Equal variances assumed	,804	,372	-,389	132	,698	-,084	,217	-,514	,345
	Equal variances not assumed			-,407	103,724	,685	-,084	,208	-,496	,327
Availability of Sunday shopping	Equal variances assumed	,325	,570	,364	133	,717	,103	,284	-,458	,665
	Equal variances not assumed			,353	83,613	,725	,103	,293	-,480	,686
Prettiness of Roermond	Equal variances assumed	,000	,987	-,990	133	,324	-,242	,245	-,726	,242
	Equal variances not assumed			-,979	88,379	,330	-,242	,247	-,734	,249
Retail prices	Equal variances assumed	,364	,547	-,006	133	,995	-,001	,169	-,334	,332
	Equal variances not assumed			-,006	107,244	,995	-,001	,159	-,316	,314
Store environment	Equal variances assumed	1,747	,189	-,311	133	,756	-,054	,173	-,395	,288
	Equal variances not assumed			-,327	104,061	,744	-,054	,164	-,380	,272
Service in shops	Equal variances assumed	1,551	,215	-,020	133	,984	-,004	,179	-,358	,351
	Equal variances not assumed			-,021	102,287	,983	-,004	,172	-,344	,337
Perceived distance	Equal variances assumed	,103	,749	,489	133	,626	,101	,206	-,307	,509
	Equal variances not assumed			,481	87,139	,632	,101	,210	-,316	,518

Prices of excised taxed products	Equal variances assumed	,216	,643	,353	133	,725	,061	,172	-,279	,400
	Equal variances not assumed			,359	95,891	,720	,061	,169	-,274	,395
Assortment	Equal variances assumed	,453	,502	,103	133	,918	,016	,159	-,299	,332
	Equal variances not assumed			,102	88,892	,919	,016	,161	-,303	,336
Atmoshere	Equal variances assumed	,029	,864	-,028	132	,978	-,005	,177	-,356	,346
	Equal variances not assumed			-,027	86,377	,978	-,005	,181	-,365	,355
Availability of Sunday shopping	Equal variances assumed	,001	,981	-,753	133	,453	-,135	,179	-,490	,220
	Equal variances not assumed			-,769	96,677	,444	-,135	,176	-,484	,213
Prettiness of Roermond	Equal variances assumed	,238	,627	-1,339	133	,183	-,255	,191	-,632	,122
	Equal variances not assumed			-1,297	83,495	,198	-,255	,197	-,647	,136

T-Test

Notes

Output Created	06-FEB-2006 09:50:44
Comments	
Input	Data M:\opgeschoonde database.sav
	Filter <none>
	Weight <none>
	Split File <none>
	N of Rows in Working Data File 151

Missing Value Handling	Definition of Missing Cases Used	User defined missing values are treated as missing. Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS = date(0 1) /MISSING = ANALYSIS /VARIABLES = sm1 sm2 sm3 sm4 sm5 sm6 sm7 sm8 sm9 sm10 sm11 cc1a cc2a cc3a cc4a cc5a cc6a cc7a cc8a cc9a cc1b cc2b cc3b cc4b cc5b cc6b cc7b cc8b cc9b /CRITERIA = CI(.95) .
Resources	Elapsed Time	0:00:00,05

Group Statistics

	date	N	Mean	Std. Deviation	Std. Error Mean
Adventure shopping	0	83	4,37	1,504	,165
	1	68	4,38	1,497	,181
Efficient shopping	0	83	4,41	2,306	,253
	1	68	4,53	2,098	,254
Social shopping	0	83	4,12	1,837	,202
	1	68	4,46	1,606	,195
Gratification shopping	0	83	3,84	1,935	,212
	1	68	3,75	1,896	,230
Idea shopping	0	83	4,52	1,720	,189
	1	68	4,09	1,699	,206
Role shopping	0	83	5,65	1,518	,167
	1	68	5,26	1,733	,210
Value shopping	0	83	6,29	1,143	,125

	1	68	6,15	1,237	,150
Recreational shopping	0	83	5,61	1,447	,159
	1	68	5,53	1,461	,177
Physical activity	0	83	5,54	1,548	,170
	1	68	5,51	1,228	,149
Status & authority	0	83	5,40	1,703	,187
	1	68	5,31	1,595	,193
Need for shopping	0	83	5,01	1,791	,197
	1	68	4,60	1,838	,223
Retail prices	0	83	5,13	1,156	,127
	1	68	5,15	1,136	,138
Store environment	0	83	5,13	1,421	,156
	1	68	5,72	1,020	,124
Service in shops	0	83	5,02	1,456	,160
	1	68	5,66	1,060	,128
Perceived distance	0	83	4,53	1,741	,191
	1	68	4,69	1,396	,169
Prices of excised taxed products	0	83	5,29	1,302	,143
	1	68	5,44	1,177	,143
Assortment	0	83	5,59	1,406	,154
	1	68	5,69	1,069	,130
Atmosphere	0	83	5,90	1,111	,122
	1	67	5,70	1,243	,152
Availability of Sunday shopping	0	83	5,95	1,717	,188
	1	68	6,28	1,303	,158
Prettiness of Roermond	0	83	5,39	1,464	,161
	1	68	5,32	1,177	,143
Retail prices	0	83	4,18	1,049	,115
	1	68	4,37	,827	,100
Store environment	0	83	3,55	1,039	,114
	1	68	3,87	,845	,102
Service in	0	83	3,87	1,102	,121

shops	1	68	3,99	,837	,102
Perceived distance	0	83	3,31	1,199	,132
	1	68	3,49	1,015	,123
Prices of excised taxed products	0	83	4,04	1,005	,110
	1	68	4,25	,853	,103
Assortment	0	83	4,10	,864	,095
	1	68	4,16	,874	,106
Atmosphere	0	83	3,93	1,010	,111
	1	67	3,85	,892	,109
Availability of Sunday shopping	0	83	4,30	,934	,102
	1	68	4,12	1,086	,132
Prettiness of Roermond	0	83	3,67	1,049	,115
	1	68	3,57	1,041	,126

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Adventure shopping	Equal variances assumed	,005	,946	-,036	149	,971	-,009	,245	-,494	,476
	Equal variances not assumed			-,036	143,474	,971	-,009	,245	-,494	,476
Efficient shopping	Equal variances assumed	1,307	,255	-,331	149	,741	-,120	,362	-,836	,596
	Equal variances not assumed			-,334	147,333	,739	-,120	,359	-,829	,589
Social shopping	Equal variances assumed	,263	,609	-1,180	149	,240	-,335	,284	-,897	,226

	Equal variances not assumed			-1,196	148,347	,234	-,335	,280	-,889	,219
Gratification shopping	Equal variances assumed	,003	,959	,298	149	,766	,093	,314	-,526	,713
	Equal variances not assumed			,298	144,293	,766	,093	,313	-,525	,712
Idea shopping	Equal variances assumed	,189	,665	1,536	149	,127	,430	,280	-,123	,983
	Equal variances not assumed			1,538	143,877	,126	,430	,280	-,123	,982
Role shopping	Equal variances assumed	1,930	,167	1,458	149	,147	,386	,265	-,137	,909
	Equal variances not assumed			1,439	134,315	,152	,386	,268	-,145	,916
Value shopping	Equal variances assumed	,318	,574	,732	149	,465	,142	,194	-,241	,525
	Equal variances not assumed			,727	138,221	,469	,142	,196	-,245	,529
Recreational shopping	Equal variances assumed	,137	,711	,358	149	,721	,085	,238	-,385	,555
	Equal variances not assumed			,357	142,681	,721	,085	,238	-,385	,555
Physical activity	Equal variances assumed	3,014	,085	,119	149	,906	,027	,231	-,429	,484
	Equal variances not assumed			,122	148,856	,903	,027	,226	-,419	,474
Status & authority	Equal variances assumed	,056	,813	,328	149	,744	,089	,271	-,446	,624
	Equal variances not assumed			,330	146,312	,742	,089	,269	-,443	,620
Need for shopping	Equal variances assumed	,458	,500	1,380	149	,170	,409	,296	-,177	,995
	Equal variances not assumed			1,377	141,718	,171	,409	,297	-,178	,997

Retail prices	Equal variances assumed	,015	,902	-,077	149	,938	-,015	,188	-,385	,356
	Equal variances not assumed			-,078	144,111	,938	-,015	,187	-,385	,356
Store environment	Equal variances assumed	5,041	,026	-2,861	149	,005	-,588	,206	-,994	-,182
	Equal variances not assumed			-2,954	146,605	,004	-,588	,199	-,981	-,195
Service in shops	Equal variances assumed	11,253	,001	-3,015	149	,003	-,638	,212	-1,056	-,220
	Equal variances not assumed			-3,109	147,055	,002	-,638	,205	-1,043	-,232
Perceived distance	Equal variances assumed	5,762	,018	-,617	149	,538	-,161	,261	-,677	,355
	Equal variances not assumed			-,631	148,937	,529	-,161	,255	-,666	,343
Prices of excised taxed products	Equal variances assumed	,554	,458	-,745	149	,457	-,152	,204	-,555	,251
	Equal variances not assumed			-,753	147,541	,453	-,152	,202	-,551	,247
Assortment	Equal variances assumed	6,476	,012	-,487	149	,627	-,101	,207	-,510	,308
	Equal variances not assumed			-,500	148,220	,618	-,101	,202	-,499	,297
Atmosphere	Equal variances assumed	,249	,618	1,050	148	,295	,202	,192	-,178	,582
	Equal variances not assumed			1,038	133,774	,301	,202	,195	-,183	,587
Availability of Sunday shopping	Equal variances assumed	4,133	,044	-1,297	149	,197	-,328	,253	-,827	,172
	Equal variances not assumed			-1,332	148,177	,185	-,328	,246	-,814	,158
Prettiness of Roermond	Equal variances assumed	2,511	,115	,282	149	,778	,062	,220	-,372	,496

	Equal variances not assumed			,289	148,958	,773	,062	,215	-,363	,487
Retail prices	Equal variances assumed	1,851	,176	-1,196	149	,234	-,187	,156	-,496	,122
	Equal variances not assumed			-1,224	148,794	,223	-,187	,153	-,489	,115
Store environment	Equal variances assumed	5,080	,026	-2,003	149	,047	-,313	,156	-,623	-,004
	Equal variances not assumed			-2,045	148,994	,043	-,313	,153	-,616	-,011
Service in shops	Equal variances assumed	10,481	,001	-,726	149	,469	-,118	,162	-,438	,203
	Equal variances not assumed			-,746	148,218	,457	-,118	,158	-,430	,194
Perceived distance	Equal variances assumed	1,216	,272	-,939	149	,349	-,172	,183	-,534	,190
	Equal variances not assumed			-,955	148,830	,341	-,172	,180	-,528	,184
Prices of excised taxed products	Equal variances assumed	2,377	,125	-1,391	149	,166	-,214	,154	-,518	,090
	Equal variances not assumed			-1,414	148,805	,159	-,214	,151	-,513	,085
Assortment	Equal variances assumed	,128	,721	-,460	149	,646	-,065	,142	-,346	,215
	Equal variances not assumed			-,460	142,549	,647	-,065	,142	-,347	,216
Atmoshere	Equal variances assumed	,259	,611	,489	148	,626	,077	,157	-,234	,388
	Equal variances not assumed			,495	146,760	,621	,077	,155	-,230	,384
Availability of Sunday shopping	Equal variances assumed	1,010	,317	1,117	149	,266	,184	,164	-,141	,508
	Equal variances not assumed			1,100	132,869	,273	,184	,167	-,147	,514

Prettiness of Roermond	Equal variances assumed	,103	,749	,592	149	,555	,101	,171	-,237	,439
	Equal variances not assumed			,592	143,613	,555	,101	,171	-,237	,439

Appendix E: agglomeration schedule of cluster analysis

140	1	6	45,281	133	97	145
141	3	111	49,744	128	105	142
142	3	31	57,165	141	131	148
143	5	13	65,250	129	132	146
144	10	11	74,976	136	137	147
145	1	4	89,348	140	138	148
146	5	15	106,189	143	135	149
147	2	10	126,441	139	144	150
148	1	3	170,296	145	142	149
149	1	5	267,921	148	146	150
150	1	2	534,239	149	147	0

Appendix F: demographic data of clusters

	Average	Pro run shopping	Anti run shopping	Total
N	62	57	32	151
Percentage men	49,2%	56,1%	59,4%	54,1%

Percentage only DOC visitors	44,3%	57,9%	51,5%	51%
Average distance	60,49 km	70,42 km	69,72 km	66,3 km
Average amount of adults	2,69	2,43	2,60	2,57
Percentage children	35,2%	39,2%	23,3%	34,1%
Found on 04-12	54,1%	54,4%	57,6%	55%

Appendix G: Factor analysis of Choice criteria

Communalities

	Initial	Extraction
Retail prices	1,000	,688
Store environment	1,000	,720
Service in shops	1,000	,640
Perceived distance	1,000	,265
Prices of excised taxed products	1,000	,692

Assortment	1,000	,555
Atmosphere	1,000	,649
Availability of Sunday shopping	1,000	,720
Prettiness of Roermond	1,000	,593

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,113	34,590	34,590	3,113	34,590	34,590	2,220	24,665	24,665
2	1,346	14,955	49,545	1,346	14,955	49,545	1,726	19,178	43,843
3	1,064	11,818	61,363	1,064	11,818	61,363	1,577	17,520	61,363
4	,897	9,972	71,335						
5	,651	7,230	78,565						
6	,630	7,005	85,570						
7	,498	5,537	91,107						
8	,464	5,159	96,266						
9	,336	3,734	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component		
	1	2	3
Retail prices	,533	,376	-,512
Store environment	,620	-,565	-,131
Service in shops	,665	-,378	-,234
Perceived distance	,424	,186	,227
Prices of excised taxed products	,558	,420	-,452
Assortment	,581	,439	,155

Atmosphere	,742	-,297	,104
Availability of Sunday shopping	,485	,433	,545
Prettiness of Roermond	,622	-,253	,378

Extraction Method: Principal Component Analysis.
a 3 components extracted.

Rotated Component Matrix(a)

	Component		
	1	2	3
Retail prices	,136	,117	,810
Store environment	,843	-,029	,092
Service in shops	,749	,014	,282
Perceived distance	,154	,475	,128
Prices of excised taxed products	,119	,193	,800
Assortment	,090	,632	,383
Atmoshere	,727	,328	,116
Availability of Sunday shopping	,006	,847	,053
Prettiness of Roermond	,596	,474	-,115

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	,704	,539	,463
2	-,709	,484	,514
3	-,053	,689	-,723

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.