

STANDARD IN-TOUCH BOOK PLANNING - CONCEPTS - QUESTIONS

THE "STANDARD IN-TOUCH" BOOK

A. Thesis

Produced for the

Department of Geography

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In Partial Fulfillment

of the Requirements for the Degree

Master of Arts

by

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ABSTRACT

This study established that the trade area of customers differs from store to store although the stores are located in the same primary shopping neighborhood. The trade area of customers are also significantly different in terms of their demographic characteristics, transactions,

mean scores, a superior market department store, a variety store, and a general store. The study established that the shopping pattern of customers is different to demonstrate the existence of a reference group which is different from the other two groups. The study also

revealed that the trade area of customers is different from store to store. The study also revealed that the trade area of customers is different from store to store. The study also revealed that the trade area of customers is different from store to store.

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