Boundless experience: (cross-border) customer behaviour & satisfaction in Factory Outlet Centres

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Picture on the cover

Stable.nl (2021) *Fashion Outlet Zevenaar.* https://stable.nl/onze-projecten/fashion-Outlet-zevenaar/

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Preface

This thesis forms the completion of my master study Human Geography within the specialisation 'Economic Geography'. Over the last year I have been working on this thesis about the coming of a Factory Outlet Centre and how this affects the retail sector of more distant cities. The topic for this research originated out of my interest in retail sectors and the 'Detailhandelsstructuurvisie', which I wrote during my internship at the municipality of Nijmegen. My internship supervisors came up with this topic and I was immediately enthusiastic.

Personally, I have learned a lot about doing a relatively extended research. Conducting the interviews, taught me a lot about how to act in an interview. One point of improvement for future research is guarding the time. It took way more time than expected to write and hand in this thesis. With proper time management, this thesis could have been handed in a lot earlier. In the beginning, I was struggling to write in English. I am aware that writing in English is not my strongest feature and never will be but during this research it became a bit easier. I finally understand the phrase 'practice makes perfect'. And yes, I am still practising.

The completion of this thesis would not be possible without the help and support I had during the process. First of all, I would like to thank Martin van der Velde, for his patience, suggestions, assistance and useful feedback which helped me in refining my research. I would also like to thank my internship supervisors Ilse Nieskens and Lizzy Eijkhout for their guidance and help in finding an appropriate research topic. Also, I want to show gratitude to the respondents who found time to schedule an interview or fill in the questionnaire and made my fieldwork possible.

Last but definitely not least, I would like to thank my family and friends who helped with their support during the whole process.

I hope you will enjoy reading my Master Thesis!

Mauro Smeets

Nijmegen, February 2023

Summary

This research investigates the concept of Factory Outlet Centre in relation to the retail sector of more distant cities in the Netherlands. Factory Outlet Centres are 'out-of-town' retail formats and clusters of retail stores all offering brand-name goods at discounted prices. Outlet centres are often located near major highway junctions or tourist sites. The coming of an outlet centre will attract tourists from both domestic and non-domestic locations. So, inhabitants from other countries (for instance Germany) will decide to cross the border for shopping purposes. When the situation occurs that there are plans to open a new Factory Outlet Centre in a region, immediately there will be responses from those who are against these plans. Often, cities will be against the plans for a new outlet centre, as they are afraid that the situation in their cities will change as a result of the coming of new, competing business activities. Existing literature shows that research on the coming of a Factory Outlet Centre and the impact on retail sectors in cities nearby has been carried out in the past. However, the impact on the retail sectors of more distant cities often remains out of the picture. This research focuses on the effects on the retail sectors of more distant cities and the main question that this research answers, is as follows:

> *''How does the coming of a Factory Outlet Centre in a border region affect the retail sector of more distant cities?''*

This research focuses on the motivations and behaviour of (both domestic and non-domestic) potential customers on the one hand and the retail sectors of more distant cities in the Netherlands on the other hand. This is being studied by focusing on the case of the coming of Fashion Outlet Zevenaar and the retail sector of the city of Nijmegen. The focus will be on the (potential) customers of Factory Outlet Zevenaar coming from the city of Nijmegen and German citizens in the border region. Fashion Outlet Zevenaar has not opened yet, so the conclusions of this research will mainly be based on expectations.

The research problem is addressed with methods of both qualitative and quantitative nature. A literature study, in-depth expert interviews and a (online) questionnaire have been conducted to provide insights into the behaviour and motivations of potential customers of a Factory Outlet Centre as well as the current state of retail sectors of cities in the Netherlands. The expert interviews have been conducted with experts, in the form of manager(s)/project developer(s) from Fashion Outlet Zevenaar, representatives of the city of Nijmegen and tourism experts from both the Netherlands and Germany. The questionnaire is sent to residents of the municipality of Nijmegen.

It can be concluded that there will be competition between the Factory Outlet Centre and the retail sector of more distant cities, but there will not be a threat. The competition will occur because both the retail sector of more distant cities and the Factory Outlet Centre will offer retail and some kind of entertainment. There will be some visitors that will visit a Factory Outlet Centre instead of the inner city, so they will spend their money in the competing location. Inner cities are moving from a place to buy towards a place to be/meet as experience becomes more important. People visit an inner city not only for the retail but for a combination of retail, catering services and culture. Although Factory Outlet Centres increasingly offer entertainment and inner cities increasingly offer mono-brand stores, the distinction between the two retail locations remains. In the inner cities, customers go recreational shopping. In Factory Outlet Centres, customers go targeted/functional shopping. However, Factory Outlet Centres are more a competition for other day-trip locations than for inner cities. For German visitors, the presence of another culture plays a role in the decision to cross the border. The coming of a Factory Outlet Centre does not have an impact on the retail sectors of other cities in the Netherlands as a German customer that crosses the border has other motivations when visiting a Factory Outlet Centre than when visiting an inner city.

Furthermore, this research concludes that the coming of a Factory Outlet Centre in a border region can affect the retail sector of more distant cities in a positive way when synergy between the Factory Outlet Centres and the cities is enhanced. When actors in the region work together, the different destinations can reinforce each other. Looking at the total regional offer, you can use each other's strengths to get more visitors.

Following the conclusion and results of this research, it is recommended for urban planners and municipal authorities to continue to focus on the experience, culture and their history to attract a broad target group.

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1. Introduction

Factory Outlet Centres are 'out-of-town' retail formats (Jones, 1995). Factory Outlet Centres were one of the fastest-growing formats in the US retailing in the 1980s and early 1990s. However, the increasing competition from a variety of retail formats and the maturity of the Factory Outlet Centre concept in the USA have led developers to seek opportunities to apply this successful format in international markets (Fernie & Fernie, 1997). According to Whyatt (2008), Factory Outlet Centres are currently the fastest-growing retail format in Europe (in 2008). Factory Outlet Centres are clusters of retail stores all offering brand-name goods at discounted prices. The outlet centres are often located near major highway junctions or tourist sites (Reynolds et al., 2002). The phenomenon Factory Outlet Centre (FOC) first really took hold in mainland Western Europe in the 1990s. At that time, in addition to Great Britain, which already had several FOCs following the American example, FOCs were also set up in France, Spain and Italy in particular.

Nowadays, Factory Outlet Centres are becoming a popular place for shopping. As a result, more Factory Outlet Centres are being planned. Factory Outlet Centres can mainly be found next to medium-sized cities (Mijnheer, 2018). In the Netherlands, FOCs started in 2001 in Lelystad (Batavia Stad) and Roermond (Designer Outlet Centre). In 2006 an Outlet Centre was established in Roosendaal (Rosada Factory Outlet). In May 2016 the Council of State in The Hague agreed with the coming of an Outlet Centre in Zevenaar, the Netherlands. The start of the development and building of Fashion Outlet Zevenaar became a fact. Zevenaar is a city in the province of Gelderland, nearby the border with Germany. Fashion Outlet Zevenaar will be located directly off highway A12, nearby the German border. The A12 is one of the most important routes to and from Germany and connects to the A3 German Highway. With this location, the outlet centre in Zevenaar will be accessible to more than 30 million, potential, customers within a radius of 90 minutes of travel time (Fashion Outlet Zevenaar, N.D.). This radius leads to the occurrence of both nearby and more distant cities to the outlet centre.

When the situation occurs that there are plans to open a new Factory Outlet Centre in a region, immediately there will be responses where different views on this development are being discussed. On the one hand, there will be those who are against the development of an outlet centre, which will be hotly debated amongst developers and planners (Mintel, 2005). Often, neighbouring and nearby cities will be against the plans for a new outlet centre. Their response is that they fear that the situation in their cities will change as a result of the coming of new, competing business activities. Examples of fears which often arise with the (plans) of the coming of a Factory Outlet Centre are, amongst others, the competition with the retail sector of cities, the increase in vacancy in (inner) city centres and the traffic burden (INretail, 2016).

On the other hand, the idea prevails that, instead of competing, it is actually beneficial for the local economy. According to several project developers, like the developers of Fashion Outlet Zevenaar, it is likely that visitors from an outlet centre will combine their visit with a visit to nearby cities, sights and other (cultural) attractions. The coming of an outlet centre attracts tourists from many domestic and foreign locations and will contribute to the economic development of a region. Fashion Outlet Zevenaar (Stable International, N.D.) states that they expect to attract visitors from Germany and that the outlet centre will become an important tourist attraction for the province of Gelderland. In addition to the Dutch domestic visitors, Fashion Outlet Zevenaar, with its location near the German border, is highly likely to ensure that German citizens will visit the outlet centre in the Netherlands (I&O, 2015).

Shopping has long been recognized as an important part of the tourist experience and it is often used as a foundation for regional tourism development (Che, 2004). Shopping can be a powerful motivating force in the decision to undertake a cross-border trip. There are strong indications that under some conditions shopping is the primary motive, if not the only significant one, in the decision to make such a trip (Timothy & Butler, 1995).

By looking at the motivations of potential customers, one can determine what the reason for the customers will be to visit an outlet centre. Is this merely coming to the outlet centre itself, or is the customer planning to besides visiting the outlet centre also visit other (cultural) attractions? By using the concepts of customer behaviour and customer satisfaction, one can determine the reasons and appreciations of a visit, which can help to find answers to these questions which is beneficial for both outlet centres as cities. Consumer behaviour can be defined as the concept of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wishes, whereas customer satisfaction is a measure of how an organization's 'total product' performs in relation to a set of customer requirements (Solomon, 2006). These insights can be given for both nearby and more distant cities.

In the case of Fashion Outlet Zevenaar, in 2015 research institute I&O has done research about the opportunities and threats of the coming of Fashion Outlet Zevenaar (I&O, 2015). In this research opportunities and threats for several nearby cities (e.g. Zevenaar and Doetinchem) are discussed. The opportunities and threats for the cities that are more distant from the Fashion Outlet Zevenaar-location are mentioned in this I&O research, but in a very brief way. Nevertheless, also for the more distant cities it is of importance to have the precise knowledge about the opportunities and threats that arise when an outlet centre is built.

The city of Nijmegen is one of the more distant cities to the Fashion Outlet Zevenaar and the precise opportunities and risks have not been studied yet. Nijmegen is around 35 km away from the location of Fashion Outlet Zevenaar and, according to the planners and property developers of Fashion Outlet Zevenaar, this comes down to a 15-30 minute car-drive which is clearly within the catchment area of a 90 minutes car-drive radius.

Figure 1: The radius of 90 minutes car-drive to Fashion Outlet Zevenaar (Stable International, N.D.)

To sum up, this research will focus on the concept of customer satisfaction in Factory Outlet Centres, with a specific focus on cross-border shopping and how this choice affects the retail sector of more distant cities. By studying these concepts, the aim is to find the reasons for customers to visit a Factory

Outlet Centre and to conclude how the choice for customers to visit a Factory Outlet Centre will affect the retail sector of more distant cities in the Netherlands.

1.1 Research Objective and Research Questions

As stated on the previous page, this research is aimed at contributing to the question of how the coming of a Factory Outlet Centre affects the retail sector of more distant cities, by focusing on the coming of Fashion Outlet Zevenaar and the effects on the retail sector of the city of Nijmegen. This will be studied by focusing on the motivations and appreciation of potential customers of Fashion Outlet Zevenaar. As Fashion Outlet Zevenaar is located in a border region, this research will also take the concept of cross-border shopping into account.

The central questions that will guide this research will be why customers want to visit a Factory Outlet Centre, how they value their visit and how these visits affect the retail sector of more distant cities. By focusing on the potential customers, this research will try to explain the relationship between the reasons for and behaviour of customers of a Factory Outlet Centre and how this affects the retail sector of more distant cities.

The research question that is aimed to be answered in this research is the following:

- *''How does the coming of a Factory Outlet Centre in a border region affect the retail sector of more distant cities?''*

To answer this main research question, the following sub-questions will be answered:

- *''Who are the people visiting a Factory Outlet Centre, what is their behaviour and to what extent are they satisfied?''*

- *'' To what extent does cross-border shopping relate to a Factory Outlet Centre in the border region, and how does this impact the retail sector of more distant cities?''*

- *''What is the current state of the retail sector of more distant cities and what factors affect this retail sector?''*

- *'What are the effects of the coming of a Factory Outlet Centre on the buying behaviour of residents of more distant cities?''*

1.2 Scientific Relevance

According to Whyatt (2008), there has been relatively little academic research that focuses on Factory Outlet Centres, even though it is one of the fastest-growing retail formats in Europe. Buil López-Menchero et al. (2020) also state that in recent years the number of outlet centres has increased significantly. Although the amount of Factory Outlet Centres grew over the last century, the research about both Factory Outlet Centres and the expectation about Factory Outlet Centres has been limited. The concept of Factory Outlet Centres is well-known, but the reasons for customers to visit a Factory Outlet Centre still lacks in the (international) reference literature. Although there is a large amount of research about how Factory Outlet Centres have traditionally been set up (Reynolds et al., 2002), there is very little said about how Factory Outlet Centres will function in the future and how the customer expectation will develop (Buil López-Menchero et al., 2020). Logically, it is common to find research on how the number of outlet centres is increasing in different parts of the world and how, for instance, individuals' culture of visitors affects their outlet shopping behaviour (Allen, 2019). However, there is little literature available on how outlet centres are perceived by customers.

This research provides, amongst others, new insights into why customers will visit Factory Outlet Centres and how they value their visits. Fashion Outlet Zevenaar still has to be realised and therefore actual behaviour and preferences of customers are not available. In 2015 research institute I&O did research, commissioned by the Province of Gelderland and the municipality of Zevenaar, about the opportunities and threats of Fashion Outlet Zevenaar. However, this I&O research did not focus on specific the concepts of customer behaviour and customer satisfaction. Also, this research did focus more on nearby places like the municipality of Zevenaar and not the cities located on more distant. For instance, the city of Nijmegen. In the I&O research is mentioned that there are effects (opportunities and threats) for more distant cities, but this is only mentioned briefly. Managers and owners of outlet centres regularly conduct research, but this is mainly aimed at optimising the Factory Outlet operations. Effects on the functioning of more distant (city) centres and facilities often remain out of the picture (I&O, 2015).

Furthermore, in many newspapers and public blogs, a lot has been written about the effects of the coming of a Factory Outlet Centre on retail sectors of cities, but those thoughts and opinions are hardly academically substantiated (den Hoed, 2015; SCN, 2015). In terms of scientific relevance, this research can contribute to the lack of academic research. This research attempts to contribute to this discussion scientifically by looking at the concepts and situations from an objective point of view.

This research will focus on the motivations of visitors, both domestic and non-domestic, to visit Factory Outlet Centres and how this affects the retail sector of more distant cities. The concept of cross-border shopping occurs in the situation of non-domestic visitors.

The cross-border studies attracted some resonance in the academic world (Timothy & Butler, 1995; Spierings & van der Velde, 2012). In many existing studies, there is mainly focused on the border itself. Spierings & van der Velde detected a set of cross-border shopping motivations. This research attempts to build upon these motivations, in relation to Factory Outlet Centres. This is not much done in the recent past.

1.3 Societal relevance

Factory Outlet Centres have become a well-known shopping phenomenon amongst the public over the past decades. Every day, thousands of people come to visit Factory Outlet Centres. Almost twenty years after the introduction of the concept of Factory Outlet Centres in the Netherlands, one can say that the concept has a special position in Dutch (shopping) society. Both negative and positive effects come up reading and speaking about the coming of new Factory Outlet Centres. Speaking about the negative effects, people at all levels of society are often in fear. Fear of losing their jobs due to the coming of a new, competing shopping centre. Furthermore, some city councils have fears that the coming of a Factory Outlet Centre, will affect the retail sector of their cities and even will result in vacancy. They are afraid that the attractiveness of the cities will eventually decrease. Looking at the positive effects the coming of a Factory Outlet Centre can contribute to economic growth in a specific region. Namely, it can create and develop new jobs. Furthermore, a Factory Outlet Centre is likely to attract tourism and will contribute to a region's fame and awareness. Several researchers have focused on the effects of the coming of a Factory Outlet Centre on cities nearby. However, there has been little research on the effects on cities of more distant, even though the coming of a Factory Outlet Centre will also have an impact on the (people living in) these cities.

This research can firstly contribute to the identification of reasons why customers want to visit a Factory Outlet Centre and how they value their visit. Secondly, this research can contribute to the awareness of people who are in favour and against the coming of a Factory Outlet Centre.

Nowadays, it is still unknown how realistic the thoughts and opinions of people who are for and against the coming of a Factory Outlet Centre are. This research attempt to give insights into how realistic the fears of the coming of a Factory Outlet Centre are for people living in more distant cities. Furthermore the attempt to show how important cooperation between different kinds of actors in the retail market is made.

1.4 Reading guide

This thesis is structured according to various subsequent chapters that lead up to the conclusion and recommendations. The following chapter, chapter 2, will give an overview of the theoretical background on which this research is built. At the end of chapter 2 the conceptual model, which will guide this research will be given. Chapter 3 will look into the used methods of data collection and methodology. Furthermore, issues regarding validity and reliability will be mentioned. In chapter 4, the results of the data collection will be presented in a descriptive way, while in chapter 5 those results will be analysed. Chapter 5 is the concluding chapter and consists of the answers on the research questions, a discussion and recommendations for future research. The final part of this thesis includes an overview of the references used and various appendices.

2. Theoretical and Conceptual framework

This research is conducted using several theoretical concepts. The first part of the theoretical section of this research will focus on the retail sector of medium-sized cities in the Netherlands, on how this sector is composed and which factors influence this sector. Then the concept of retail in the urban pheriphery will be discussed, to explicate the phenomenon of factory outlet centers. In the last part customer behaviour and satisfaction will be dicussed, followed by the concept of cross border shopping. The last part will focus on the concept of Factory Outlet Centres. By using all these concepts a conceptual model is composed, which can be found at the end of this chapter.

2.1 Retail Sector of medium sized cities in the Netherlands

The retail sector in medium sized cities is essential to understand the main focus of this research, namely the phenomen of Factory Outlet Centers in pheripheral areas. Therefore, it is also important to understand the function of the city centre, and how this function has been changing over time. To get a clear view of the function of the city centre of Nijmegen, there will be focus on the general function of the retail sector of medium-sized cities. First, the definition of retail sector will be given.

2.1.1 Definition of retail sector

To get a clearer view of the retail sector in medium-sized cities, like the city of Nijmegen, it is important to first define the concept of 'retail sector'. In this research, 'retail sector' means: the sector of the sale of goods or services from a business to the public (e.g. consumer) in relatively small quantities for use or consumption rather than for resale. Retail transactions are not to be confused with online transactions; goods must be sold from a single point directly to a consumer for their end users. Retailing consists of all the activities associated with the selling of goods to the final consumer. Retail combines elements of merchandising, customer management, supply chain and inventory planning, product distribution and logistics, pricing, and store operations (Caro et al., 2020).

2.1.2 Trends, changing function and changing position of the city centre

The functioning of the city centre has been changing over time. For instance, cities with a historic value are likely to receive more tourists every year. Furthermore, the concept of commercialization has been a trend in the past decades, because of this, stores with cheaper products and goods will be pushed away from the core of the city and are replaced by relatively expensive stores with more luxury goods. (Temelová & Dvoráková, 2012). According to Healey (2013), the more polycentric organised city has replaced the more hierarchically organised city. The polycentric organised city has multiple cores, while in the hierarchically organised city the city centre is a single core. According to the ESDP (European Spatial Development Perspective) moving away from the focus on the core to more polycentric cities is a necessary response to social, environmental and traffic problems in growing urban areas (Richardson & Jensen, 2000).

In the 1950s and 1960s, the main focus in European retailing policies was on small-scale shops in central locations. By deregulation in the planning systems to stimulate competition in the retail sector, the focus shifted to new forms of retailing in larger scaled shops in new locations (Fernandes & Chamusca, 2014). Gehl (2007) states that demographic and technological developments have contributed to a change in the city centre. For instance, in the years after WO II, the number of cars in the city centre grew rapidly. Initially, this has led to city planning in a way where car users were enabled to go anywhere they wanted. Later, in the 1960s, city planners changed their point of view and realised that cars were not beneficial for city centres and more trends like pedestrian zones started to appear in cities. Amongst others due to the coming of pedestrian zones, the city centres became more diverse, the number of catering sector locations started to rise, while shopping locations became less important

(Gehl, 2007). In the first half of the twentieth century, almost all activities in the city centre were functional and necessary. So, people came to the city centre just to buy something and not for other purposes. Moving towards the second half of the twentieth century, the main activity became shopping. In the last decades, from the 1990s and later on, in addition to the shopping function 'being in the city' and the city as a meeting place became important trends. One can state that the city centre is a place that is lively at any time of the day (van der Cammen, 2009).

According to Benschop et al. (2013), the shopping function of the city centres of Dutch cities is under pressure. Amongst others, due to the economic crisis, the changing demographics and the upcoming of online shopping, the landscape of the retail sector in the city centres have changed. Due to these changes, on the one hand, large-scale shops and on the other hand small scale specialised shops are much present in the city centres (Mijnheer, 2018).

2.2 Factory Outlet Centre

2.2.1 Retail in the urban periphery

One of the processes in the urban landscape is a move of activities from core regions, like city centres, to peripheral regions. A core region can be seen as a central region in an economy, with good communications and high population density. A periphery region can be seen as an outlying region with poor communications and a sparse population.

These moving activities (from core to periphery) contain, amongst others, living, shopping, working and leisure (Mijnheer, 2018). Factory Outlet Centres are often located in peripheral locations. To study the impact of the coming of a Factory Outlet Centre, it is important to study why peripheral development takes place and why certain functions are moving away from the city to the periphery. Salet et al. (2015) identified the driver growth as one of the drivers for this trend. Due to path dependencies, some businesses and facilities, like shops, have always been located in a central place in cities. When these businesses and facilities are growing rapidly, the city becomes too 'small' and expensive, which drives movements to the urban periphery. Copus (2003) agrees with this driver and adds increased mobility and improved communication possibilities caused by the internet as other drivers. The increased mobility makes the visit to the urban periphery more attractive, as people have the possibility to travel further. People are becoming less 'city centre'- dependent, as online shopping becomes more accessible. Shops and facilities have to be innovative to stay attractive, one of these innovations is the movement from city centres to the urban periphery. In those well-accessible locations, space is available for lower prices (Copus, 2003).

The fear of peripheral developments in retailing and the negative consequences for the city centres are unfounded (Salet et al. 2015). These developments should be seen as possible developments for the city centres, rather than negative developments. First of all, peripheral developments keep the city economically strong. According to Salet et al. (2015) leads more peripheral developments to more settling of businesses in the city centres. Second of all, accessibility is an important reason. Moving facilities to the periphery will improve the accessibility for people living in the periphery.

2.2.2 Peripheral shopping centres

To clarify the concept of Factory Outlet Centre, it is important to first clarify the concept of peripheral shopping centres. The concept of peripheral shopping centres exists in different forms, in various locations and with different functions (Mijnheer, 2018). In this study, the definition of a peripheral shopping centre is defined as: 'a medium to large-scale shopping centre located outside of the city centre that sells similar products as shops in the city centre'. (Mijnheer, 2018. P. 10). A peripheral

shopping centre, thus, sells the same kind of products as the shops in the city centre. The peripheral shopping centres might compete with the city centres. Since the 1960s the mobility of people in Europe grew and the desires of shopping facilities started to grow. Thomas & Bromley (2003) discusses the four A's (initiated by the Urban and Economic Development Group in 1994) that are essential for successful shopping Centres. The four A's are: Attraction, Accessibility, Amenity and Action. According to the Urban and Economic Development Group (1994), all four elements should be considered in the design of shopping centres.

First of all, attraction, it is important to make shopping centres attractive, by combining a diversity of shops, entertainment and keeping it lively all day long. Secondly accessibility, which can be interpreted as how easy it is to reach a shopping centre. Well accessible roads, a sufficient amount of parking space and availability of public transport are of importance. The third element is the number of amenities, which contribute to the liveability of a shopping centre. Compared to the element of attraction, the element of amenity focuses more on how pleasant it is to be in a place, which can be aroused by the feeling of security and the level of maintenance. The last element is action, which refers to the organisational capacity of local authorities to actively work together with other actors to promote and improve the shopping centre. The better the local authorities are to combine these elements.

There are several differences between city centres and peripheral shopping centres. First of all, it is important to notice that the peripheral shopping centre is not a place only for shopping, but also a place for other activities such as entertainment, comfort, diversity of products and services, characteristics of the products (El-Aldly, 2007).

The most important difference between city centres and peripheral shopping centres is the main function of the location. A city centre is a place to live, work, shop, go out and meet other people (van der Cammen et al, 2009). On the other hand, a peripheral shopping centre has a main activity, namely shopping. This shopping can be combined with entertainment or meeting other people, but a visitor does not only go to a peripheral shopping centre to entertain or meet (Bloch et al., 1994). Another difference is that the city centre is always lively, 'open' and accessible, while the peripheral shopping centre is only lively at opening hours. Furthermore, the type of retailers. The focus in peripheral shopping centres is on large-scale shops, whilst in the city centres, there is more focus on a combination of small- and large-scale shops (Benschop et al., 2013).

2.2.3 Factory Outlet Centre general

The concept of Factory Outlet Centres is closely related to the concept of peripheral shopping centres. A characteristic feature of a Factory Outlet Centre is that manufacturers of a variety of brands directly sell their products to their consumers in one place. Often it goes along with high discounts to make it an attractive place to shop (Jones, 1996), the early development of the concept originated with clothing manufacturers seeking a profitable route for the disposal of excess stock, due to cancelled orders, sales and return agreements or delisted lines. In the beginning, Factory Outlet Centres were crude, with poor merchandising and basic shopfitting equipment. Later on, Outlets were made more attractive to the shopper and showcase stores were developed to offer a fuller range of the brand's lines (Fernie & Fernie, 1997).

Compared to peripheral shopping centres and city centres, the design and the goods a centre has to offer is coordinated by the management of a Factory Outlet Centre. A Factory Outlet Centre is, thus, not seen as a public space. Factory Outlet Centres are built by private companies in locations where the potential of the attraction of consumers is high. (Local) governments can have multiple reasons to allow the establishment of a Factory Outlet Centre. For instance, to stimulate the local economy (Civan et al., 2014). In 1974 in the United States the trend of Factory Outlet Centres started and hundreds

have been built. According to Fernie & Fernie (1997), Factory Outlet Centres were built to get rid of excess stock, but this trend changed and nowadays Factory Outlet Centres are more like some kind of theme park. Despite reported resistance (Galvin, 2001) by planning authorities, manufacturers and retailers and a lack of consumer awareness of the concept Factory Outlet Centres, since 1990, Factory Outlet Centres have been the fastest-growing retail format in Europe, in terms of square footage (Mintel, 2005).

Factory Outlet Centres are often located near major highway junctions or tourist sites (Reynolds et al., 2002). Amongst others, the function of these outlet stores is to clear the end of season and excess stock for manufacturers and retailers as well as the opportunity to brand build and test new goods and lines (Birkett, 2000). According to Boling (1995), the view of the developers of Factory Outlet Centres is that the location of a centre should be far enough from mainstream retail outlets, but close to a motorway junction to give easy access for substantial numbers of potential consumers. The marketing of a Factory Outlet Centre targets a supraregional area and above all customers from far away are addressed. The coordination, organisation and marketing of an Outlet Centre are carried out by centre management (Ecostra, 2016).

Ecostra (2016) gives the following definition of a Factory Outlet Centre:

“an agglomeration of many Outlet store units within a co-ordinately-planned or a spatially-interrelated complex of buildings with more than 5.000 m2 retail sales area and with more than 20 Outlet stores.’’ (p.3).

As one can see above, in the definition of Ecostra (2016) outlet centres are built by private companies in a location where many potential customers are attracted. Governments can have several reasons to allow the coming of a Factory Outlet Centre. One of those reasons is the stimulation of the local economy (Civan et al., 2014). Cavuta & Di Metteo (2015) states that a Factory Outlet Centre not only attracts people from local, relatively close locations but also places of more distant, in a larger area. In this situation, the concept of fashion-tourism comes up. Factory Outlet Centres are mainly developed for fashion tourism and not as an alternative place to go shopping for locals. Tourism creates jobs for the local people, which can be related to the Factory Outlet Centre, both directly and indirectly (Civan et al., 2014). According to Schmude (2006), other spin-off effects can also take place. For instance, people can go to a restaurant in a city nearby. Furthermore, the establishing of a Factory Outlet Centre can make a city more attractive and increase its competitiveness pertaining to other cities (INretail, 2017).

2.2.4 Dynamics of Factory Outlet Centres

Different studies on Factory Outlet Centres-supply show that Factory Outlet Centres have become more widespread and are increasingly a normal part of the retail supply. With the result that there is no longer a scarcity in supply goods. Although a Factory Outlet Centre revolves around the sale of goods, the profile is also that of a leisure facility, partly due to supporting catering. This means that a Factory Outlet Centre is interesting for both regional customers and tourist visitors. So, Factory Outlet Centres also compete (partly) with other retail locations as well as with leisure facilities and shopping centres or other destinations that are popular for day trips (I&0, 2015).

Essential to the functioning of a Factory Outlet Centre is the supply and convenience. Visiting a Factory Outlet Centre also in terms of visit motive is somewhere in between leisure and targeted buying, so the characteristics of a Factory Outlet Centre are also geared to this. Factory Outlet Centres invest, for instance, in accessibility and parking options. The offer of the goods from the distinctive element for the functioning, the position of a Factory Outlet Centre also has to deal with the size of retail surface

and the concentrated offer in a theme-like setting. In Europe, the average size of a Factory Outlet Centre is 16.000m2. The relatively small Factory Outlet Centre is often located near major tourist attractions or in metropolitan Centres. For bigger Factory Outlet Centres, a location near major tourist attraction is less important as people are willing to drive just for visiting an outlet centre. 90 percent of the customers come by car. In an outlet centre essentially fashion and luxury goods are sold (around 90 percent of the total supply). The general principle is that surplus stocks are sold in Factory Outlet Centres and are cheaper than in other retail-locations (I&O, 2015).

Visitor numbers vary greatly and naturally depend on the size and attractiveness of the offer of a Factory Outlet Centre and the size and population density of the catchment area.. The catchment area of most FOCs consists of the area to 60 minutes by car (and in the first years up to 30 minutes) (I&O, 2015). The catchment area of a Factory Outlet Centre is relatively large, compared to peripheral shopping centres. Potential customers are willing to travel 60 to 90 minutes to an Outlet Centre (BRO, 2011), while catchment areas of traditional peripheral shopping centres are relatively small. Those centres are mainly built for people living in the cities nearby. The effects of a Factory Outlet Centre on the city Centre can, thus, be very different as there is a different population targeted. People, in general, are willing to travel further distances to visit a Factory Outlet Centre (Mijnheer, 2018).

2.2.5 Possible effects of the coming of a Factory Outlet Centre

Multiple effects can occur from the establishment of a Factory Outlet Centre. In studies into Factory Outlet Centres, a lot of attention is paid to where the expenditures currently come from or will come from in the future. This applies both to the question of where the visitors come from (and what they spend) and where already established stores will lose economic turnover in favour of a Factory Outlet Centre and can gain through synergy effects. It should be noted that before the possible establishment of a Factory Outlet Centre there are extensive considerations on what will happen (qualitative and quantified), but little or no effects after actual establishment (I&O, 2015). In previous studies on the economic relation between Factory Outlet Centres and the city centres, the general tone was critical. Thomas et al. (2004) states that there is a lot of competition going on between the two kinds of centres, because people will visit one or the other and not both. This has a negative impact on the economic strength of the city centre and the attractiveness of the city. They speak about cannibalism in the retail sector of cities.

On the other hand, Vignali et al (2008) state that an outlet centre does not have an impact on the city centres, because their functions differ from one another. The city Centre is not only a place to go shopping, but also has other functions (as mentioned above in section 2.1.2). According to Vignali et al. (2008), a Factory Outlet Centre is supplemental to the retail structure and does not take profit away from other retail locations.

The coming of a Factory Outlet Centre also has social impacts. Amongst other, those are the declining importance of town centres due to a decline in its function to provide services for the people living around them; a large increase in traffic volume and an increase in emissions, noise pollution and congestion (Meyer-Cech & Berger, 2012). People living relatively close to a Factory Outlet Centre can experience impacts in their daily lives. Existing literature has paid little attention to the factors that possibly play a role in the impact of outlet centres on the area. This study focuses on the retail sector of more distant cities. According to Mijnheer (2018), possible factors could be the distance to the city centre, the number of people living close to the Factory Outlet Centre and the actual size of the city it is located in.

So, one can state that Factory Outlet Centres can cause various effects, both positive and negative. A positive effect takes place when there is synergy and interplay with city centres and leisure facilities.

The degree of combined visits (with leisure) is strongly determined by the location and is limited at many of the current Factory Outlet Centres. Tourists present in the area do visit a Factory Outlet Centre relatively frequently. On the one hand, more visitors can increase combined visits in an absolute sense, because there are more visitors, so more chance of people combining their visit. On the other hand, the visit of a Factory Outlet Centre can be so attractive (a longer stay) that the need for combining is reduced (I&O, 2015).

Contrary to the synergy effects stand the displacement effects ('verdringingseffecten'). Displacement effects can occur simultaneously with synergy effects and occur in different places. Its size depends on various factors (proximity, the proportion of fashion and luxury, etc.). The actual displacement effect per city centre, like the city of Nijmegen, in the catchment area of Fashion Outlet Zevenaar mainly depends on three factors. Namely, where the stores in the branches are now substantially present, where tourist shopping is currently taking place and where the brand stores (who are going to settle in Factory Outlet Zevenaar) can be found now. The displacement is likely to be the greatest in shopping areas that have a relatively large number of stores within the fashion, luxury and sport segment. It can be concluded that city centres located closer to a Factory Outlet Centre, are more likely to have more displacement effects (I&O, 2015).

2.3 Customer Behaviour & Satisfaction

This thesis focuses on the specific case of Fashion Outlet Zevenaar, which is an outlet centre that is not open yet. In this section, the concepts of customer behaviour and customer satisfaction will be discussed. It must be noted that in this part the concepts will be discussed in general and not specifically focused on Fashion Outlet Zevenaar, because there is no data available yet. The concepts of customer behaviour and satisfaction are discussed by using two models, to build general understanding of the concepts. After that, the focus will be on customer behaviour and satisfaction with the focus on Factory Outlet Centres.

2.3.1 Customer behaviour

Customer behaviour is a general concept used in different academic disciplines. According to Solomon (2006), customer behaviour is the study of how individuals, groups, and organizations select, buy, use and distribution of goods, services, ideas or experiences to satisfy their needs and wishes. Understanding customer behaviour implies a fundamental understanding of the behaviour of individuals as they interact with one another and their environment in a consumption context (Morales et al., 2017). Customer behaviour is a general concept consisting of three basic steps (See *Figure 2)*. First, people perceive a situation. Secondly, people use the power of reason to calculate whether taking one or another action will benefit their long-term interests. Thirdly, people use the power of will to execute the decision (Brooks, 2012).

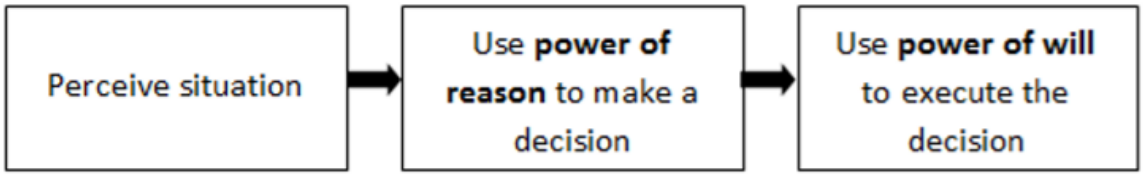

Figure 2: Human decision-making process (Brooks, 2012).

The model above (*Figure 2)* suggests that human behaviour depends on perception, reason and will. According to Brooks, step one (perception) is the most important part of this model. Namely, perception is a thinking and skilful process. The way humans perceive certain things depends on their sub- and unconsciousness and past experiences. Furthermore, marketing stimuli, other stimuli, customer psychology, and customer characteristics all play a significant role in customers buying decision process (Viksne et al., 2016). When (potential) customers of a Factory Outlet Centre are planning to visit the centre, they have to pass through the three stages. Questions like why visit a Factory Outlet Centre and not a city centre, what are the pro's and what are the cons, will cross the (potential) customers' mind.

2.3.2 Customer Satisfaction

There is growing managerial interest in customer satisfaction as a means of evaluating quality. High customer satisfaction ratings are widely believed to be the best indicator of a company's future profit. Customer satisfaction can be characterized as a post-purchase evaluation of product quality given pre-purchase expectations (Kotler, 1991).

Customer satisfaction is connected to both goods and services and is a highly personal assessment that is greatly affected by customers' expectations (Cengiz, 2010). Every organization must define customer satisfaction regarding their market, and could not be defined only by the standard or quality of the product. Besides the quality of products, customer satisfaction is about the relationships between the customer and the product or the service and the provider of a product or service (Cengiz, 2010). According to Buil López-Menchero et al. (2021), there is a strong link between entertainment and

customer satisfaction. Customers will extend their visit to socialize or have something to eat and to entertain (for instance forms of leisure).

Service quality and customer satisfaction have been recognised as important aspects of customer loyalty (Paraschivescu & Cotîrlet, 2012). A way to measure customer satisfaction is using the Kano model (Kano, 1984). In the figure below (figure 3), Kano's model of customer satisfaction is displayed graphically (Chen & Chuang, 2008).

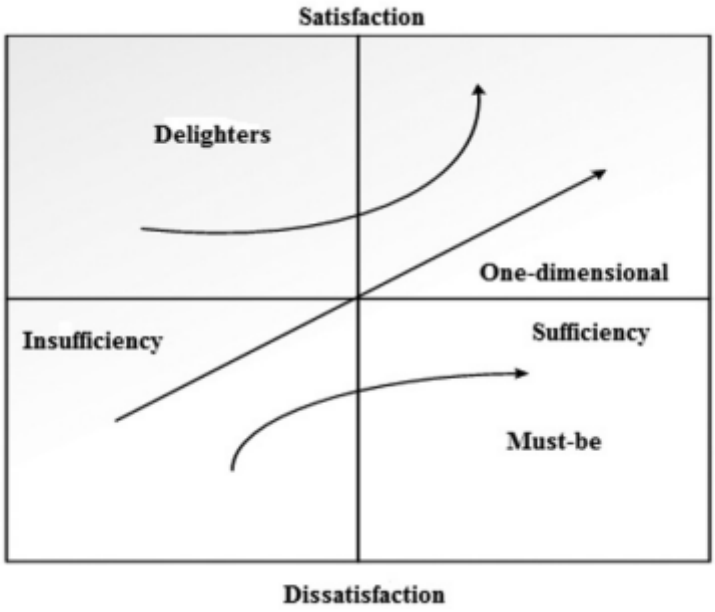

Figure 3: Kano's model of customer satisfaction (Rotar & Kozar, 2017)

Kano's model distinguishes between three types of product or service requirements that influence customer satisfaction when met (Tontini, 2000).

Firstly, *Attractive requirements,* or *Delighters*. These requirements are key to customer satisfaction. So, the fulfilment of these requirements brings more than proportional satisfaction, but they do not bring dissatisfaction if they are not met. Those requirements are neither explicitly expressed nor expected by the customer (Rotar & Kozar, 2017).

Secondly, *One-dimensional requirements*. Regarding these requirements, customer satisfaction is proportional to the level of fulfilment. The higher the level of fulfilment, the higher the customer satisfaction and vice versa.

Those requirements are usually explicitly demanded by customers (Rotar & Kozar, 2017).

Thirdly, the *Must-be requirements.* These requirements are basic criteria of a product or service, also named threshold requirements. If these requirements are not present or insufficient, customers will be extremely dissatisfied. On the other hand, if these requirements are present or sufficient, they do not bring satisfaction. One can state that these requirements are prerequisites (Rotar & Kozar, 2017). This is model is relevant in the case of Factory Outlet Centres. When the requirements used in the model are available in an outlet centre, the customers have a greater level of fulfilment in the centre and less urge to visit other places. The same goes for visitors of inner cities.

2.3.3 Customer behaviour and satisfaction in Factory Outlet Centres

A study by Whyatt (2008) in the United Kingdom showed that the most important reason for people to visit a Factory Outlet Centre is the 'high quality of products on sale'. Other important reasons are 'big discounts', 'a wide choice of products brands' and 'low priced goods'.

Furthermore, Whyatt (2008) concluded several characteristics of a Factory Outlet Centre that made people choose for that Factory Outlet Centre, those are: Supply (favourite brands and a wide range of shops). Accessibility (Close by, just off a motorway) and Entertainment (Restaurants, Playgrounds). It is important to realise that visiting a Factory Outlet Centre is a social activity. Almost all the people visiting a Factory Outlet Centre go with friends or family and around half of the people are not just visiting for shopping, but also for entertainment (Whyatt, 2008).

In this thesis, there will be built on three trend in motives for potential customer for visiting a Fashion Outlet Centre The three trends are: (1) nature of the stores, (2) entertainment and (3) technological innovation (Ram, 2017).

The 'nature of the stores'- trend is related to the nature of the stores that can be found in the particular outlet centre. Customers, when visiting outlet centres, are looking for experiences as well as products. Stores need to present the assortment of products in ways that are easier for customers to process. In particular, in the case of an outlet centre, the kind and the price of products sold is also relevant (Buil López-Menchero et al., 2021).

The second trend is about the entertainment at an outlet centre. It focuses on how a customer gives priority to multisensory experiences and events over the purchase of products. As mentioned above in part 2.2.2., there is a strong link between entertainment and customer satisfaction, as people will extend their visit to socialize, to have something to eat or drink and to entertain. Those entertainment activities vary from sports areas and playgrounds for children to escape-like games (Buil López-Menchero et al., 2021).

The 'technological innovation' trend refers to the degree of technological innovation the Outlet Centre present. Technological innovations can be a good example of the 'attractive requirements' from the Kano-model (see section 2.2.2). The presence of technological innovations can bring more than proportional satisfaction. According to Buil López-Menchero et al. (2021) services like free WIFI or apps are an essential part of Outlet Centres. Also, it is important to generate a more interactive retail experience when enhancing customers' satisfaction.

2.4 Cross-border shopping

2.4.1 Borders and tourism

The concept of 'border' is a concept that has been studied by many scientists and scholars with diverse disciplinary backgrounds, where each disciplinary background has its own focus on the concept (Newman, 2006). First, in the theories about borders, the focus was on the 'perceived' border as a physical obstacle (Kristof, 1959). Those physical obstacles can differ in thickness, solidness, length and height (Schwitzer, 2015). Kristof (1959) stated that the concept of border lacked a clear conceptual foundation and that the border was denoted by different concepts like 'frontier' or 'boundary'. This use of the frontier as a concept to describe a border originated from the Cold War. At that time boundaries were under the full sovereignty of central governments (Kristof, 1959, p. 272). After the Cold War, studies on borders changed in perception and discourse. According to Anderson & O'Dowd (1999), amongst others due to the constructed character of nation-state borders, national borders have to be understood as individualistic with an autarkic life.

A reformulation in border studies came when scholars added borderlands in relation to the border in the studies, so the focus partly shifted from studies about the border as a physical obstacle to more studies about border areas and the dynamics of borders. Van Houtum & van Naerssen (2002) studied the process of border shaping and changed the state of border studies. By remaking and reshaping the border, van Houtum & van Naerssen (2002, p. 126) started studying 'bordering' and stated that borders are not ''a fixed point in space and time, rather they symbolize a social practice of spatial differentiation''. Through the eyes of the concept of bordering, border citizens are living *with* the border, rather than living *at* the border. One can say that the border and borderlands are not a sterile area without life, but more an area with social interaction that shapes the relationship between borderlands (Schwitzer, 2015).
For border studies, cross-border behaviour is an interesting concept to study as it argues the dynamics of the borderlands. One of the existing cross-border activities is cross-border shopping. This concept will be studied in this thesis. In the next section (2.3.2) the definition of cross-border shopping will be given.

Traditional definitions of a tourist normally include the element of travel on a temporary basis, involve crossing an international border and frequently involve the element of pleasure as a purpose of the trip (Murphy, 1985). One of the reasons for a tourist to cross the border can be shopping. The next section will focus on cross-border shopping and tourism.

2.4.2 Cross-border shopping and tourism

Shopping can be seen as a powerful motivating force in the decision to undertake a cross-border trip. In some situations, shopping is the primary motive to make such a trip (Timothy & Butler, 1995). Cross-border shopping combines studies on borders and border regions and adds an economic and touristic value and the ground for cross-border shopping is viable in time and space. It is driven by the needs and trends of people (Schwitzer, 2015).

The phenomenon of cross-border shopping has been widely recognized and analysed in the literature since at least the 1930s. Multiple scholars have studied the concept of cross-border shopping in the academic literature (Thimothy & Butler, 1995; Spierings and Van der Velde, 2012; Izotov and Laine, 2013). The definition of cross-border shopping that will be leading in this thesis is the following: A border-crossing shopping activity, which is genuinely connected with the presence of a national border between adjacent countries. Existing cross-border studies combine studies on border and border regions and adds economic and touristic value (Schwitzer, 2015). Cross-border shopping is associated with shopping as the main activity and prime motive within the larger spectrum of cross-border

tourism (Timothy et al., 2016). One of the factors that cause cross-border shopping takes place is the economic factor, mainly the economic differences. (Anderson & O'Dowd, 1999). According to Leick et al. (2020), price and tax differences are key factors driving cross-border shopping. Those differences are determined by trade barriers and the degree of economic integration between countries. Other factors are new products, different brands, lower price levels and better services (Schwitzer, 2015). One can state that the ground for cross-border shopping is viable in time and space and is driven by the needs and trends of people. It is often not a single source of motivation but aligned with recreation (Thimothy, 1995), so often a combination of travel purposes. Leick et al. (2020) agree with this assertion as he states that cross-border activities found in the border region typically have multiple purposes. Szytniewski et al. (2017, p. 74) also consider "feelings of comfortable familiarity and attractive unfamiliarity" as incentives for cross-border shopping. So on the one hand, if a location is so familiar that it feels comfortable, it can be a reason for a cross-border activity. On the other hand, if a location is unfamiliar but very attractive it can cause cross-border activities.

To sum up, one can distinguish between economic, socio-cultural and administrative factors that drive cross-border shopping. Firstly, economic factors, they refer to the price differences, quality and supply of the goods available through cross-border shopping. Secondly socio-cultural factors, they refer to the (un-) attractiveness of the foreign culture across borders and the nature of the foods and services provided there. Spierings and van der Velde (2013) denote the familiarity/unfamiliarity or similarities with the foreign culture in the borderlands as drivers for cross-border shopping. Lastly, administrative factors, they relate to border-crossing requirements, practices and costs

According to Leal et al. (2010), the existence of cross-border shopping has been shown for various periods, spatial areas, taxes and goods and services. Due to the globalisation of the economy, the importance of cross-border shopping increases, as the transaction costs associated with trade relations between territories reduce (Leal et al., 2010).

2.5 Conceptual model

The conceptual model on the next page (Figure 4) will guide this research and poses as a synthesis of what is discussed in the previous chapters.

The main objective of this research is to study the impact of the coming of Factory Outlet Centres on the retail sector of more distant cities. This is being studied by focusing on the coming of Fashion Outlet Zevenaar and the (possible) effects on the retail sector of the city of Nijmegen. The focus will be on the potential customers of Factory Outlet Zevenaar coming from the city of Nijmegen and German citizens in the border region. In the dotted box, the conceptual model of this research is displayed. The whole figure (Figure 4) is the graphical display of the concepts studied in this research.

The German potential customers have to cross the border in order to visit Factory Outlet Zevenaar, so the concept of cross-Border shopping occurs. Cross-border shopping combines studies on borders and border regions and adds an economic and touristic value. Cross-border shopping is a border-crossing shopping activity, which is genuinely connected with the presence of a national border between adjacent countries. This concept is being studied, by focusing on three types of factors that drive cross-border shopping: economic factors, socio-cultural factors and administrative factors. Firstly, economic factors refer to the price differences, quality and supply of the goods available through cross-border shopping. Secondly, socio-cultural factors refer to the (un-) attractiveness of the foreign culture across borders and the nature of the foods and services provided there. Lastly, administrative factors, they relate to border-crossing requirements, practices and costs

Potential customers from both Germany and the Netherlands, show some kind of behaviour and satisfaction, which will influence their visit of a Factory Outlet Centre. This research will focus on three kinds of factors that influence customer behaviour and satisfaction: nature of stores, entertainment and technological innovation. The 'nature of the stores'- factor is related to the nature of the stores that can be found in the particular outlet centre. Customers, when visiting outlet centres, are looking for experiences as well as products. Stores need to present the assortment of products in ways that are easier for customers to process. The second trend is about the entertainment at an outlet centre. It focuses on how a customer gives priority to multisensory experiences and events over the purchase of products. The 'technological innovation' trend refers to the degree of technological innovation the outlet centre present. The presence of technological. services like free WIFI or apps are an essential part of outlet centres. Also, it is important to generate a more interactive retail experience when enhancing customers' satisfaction.

The other part of this study will focus on the retail sector of the medium-sized cities of the Netherlands, by looking at the city of Nijmegen and which economic and social factors have an impact on the retail sector of the inner city of Nijmegen. In this part, the focus will also be on the changing function of city centres in the Netherlands. As stated in the theoretical chapter above, synergy and/or displacement effects have an impact on the relation between the coming of a Factory Outlet Centre and the retail sector of inner cities. This can be found in de dashed square below. A positive effect takes place when there is synergy and interplay with city centres and leisure facilities. Contrary to the synergy effects stand the displacement effects. Using this conceptual model as guide, this research is conducted in a structured way.

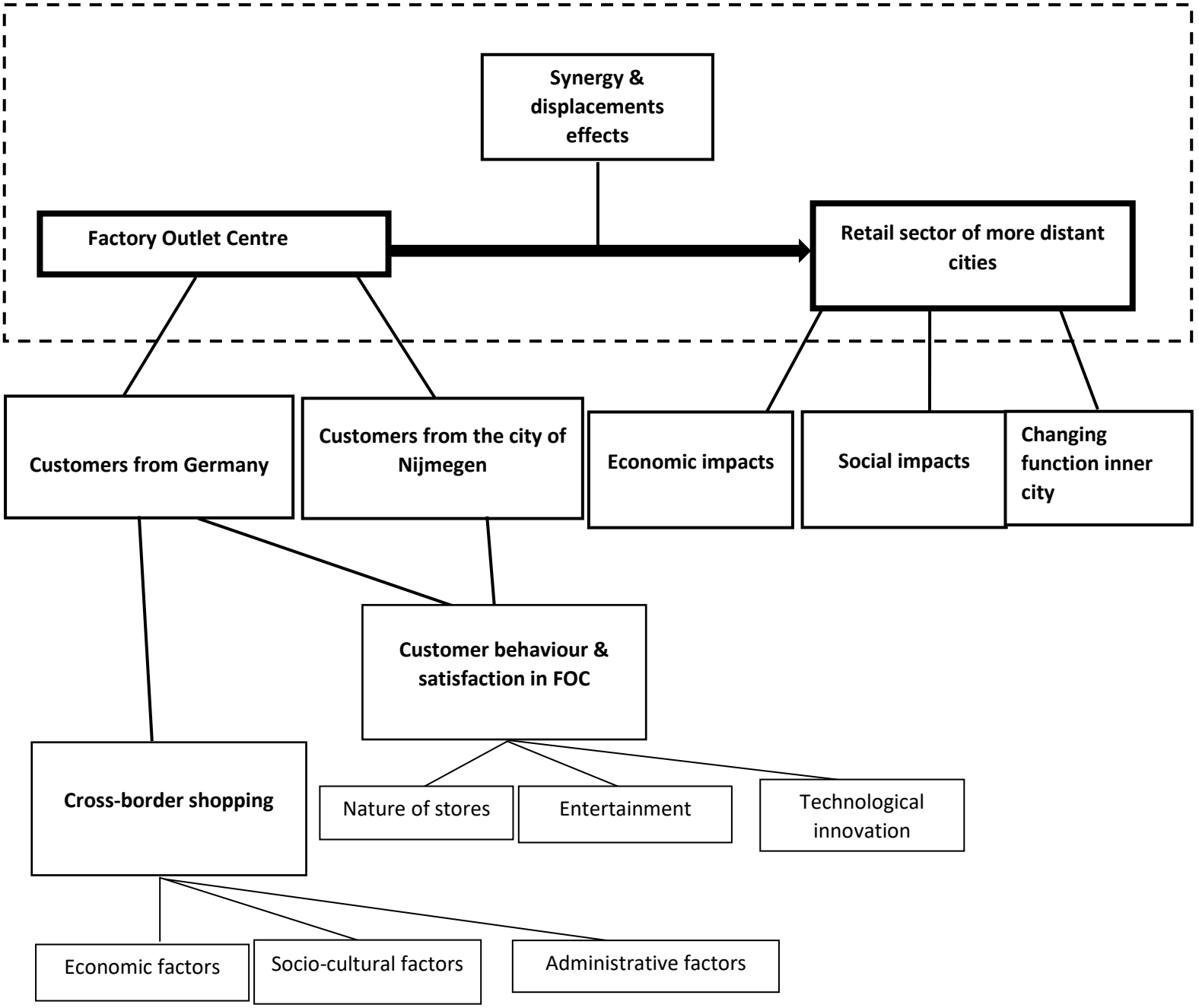

Figure 4, Conceptual model

3. Methodological framework

In the two previous chapters the general and theoretical frameworks are established, this third chapter will provide the methodological framework which is used in this research. In this chapter, first the strategy and methodology of this research will be discussed. This section provides an overview of the research methods used and explains why certain choices are made. In section 3.2 the data collection that has been conducted to gather the results for this research will be discussed, in this section it will be made clear how the data collection method relates to the research questions. Section 3.3 will show how the data will be analysed and section 3.4 will discuss how the results of this research will be presented. As every research has limitations and risks, these will be presented in section 3.5.

3.1 Research Strategy and Methods

In this section, the methodological assumptions of this research will be discussed, so the question of what the process of this research is will be answered. As Creswell and Poth (2018) state, each researcher brings their own set of belief and paradigm to a project. Those personal experiences have an impact on conducting a research. So, as a researcher, it is important how these assumptions and paradigms influence the conduct of inquiry.

An important element of the research strategy is the research philosophy. The research philosophy '' ''refers to a system of beliefs and assumptions about the development of knowledge'' (Saunders, 2009, p.124). In general, four basic metaphysical beliefs which can be used in guiding inquiry can be distinguished. These metaphysical beliefs are Positivism, Post-Positivism, Critical Theory and Constructivism (Creswell & Poth, 2018). This research cannot be placed in just one of those beliefs, but has some common with post-positivism. The method that is used in conducting this research can be placed in the research strategy c*ase study.* A case study methodology provides tools for researchers to study complex phenomena within their context. When this approach is applied correctly, it becomes a valuable method (Hafiz, 2008). Stake (2000) distinguishes three types of case studies: intrinsic, instrumental, and collective. One of the aims of this research is to acquire concrete, contextual and in-depth knowledge and information about a specific case. Namely, the Fashion Outlet Zevenaar and the effects on the retail sector of the city of Nijmegen. This thesis is an *instrumental* case study, as it is pursued in order to provide insight into a particular issue that may be generalizable (Cresswel, 2002). The primary purpose of an instrumental case study is to help advance understanding (Stake, 2000).

The answers to the main research question and sub-questions are tried to be found by using triangulation. The different methods that will be used in this research are desk research, a literature study, a qualitative research (online questionnaire) and a quantitative research (interviews). The quantitative research method will be a short questionnaire, which is sent to the residents of the city of Nijmegen.

Using multiple research methods, biases that arise when using only one method will be prevented and will help to get high-quality research with credible findings and a representative outcome. The qualitative research is focused on participants' meanings and the relationships between them (Saunders et al., 2013). Because it is up to the researcher to make sense of meanings that are expressed by participants about the phenomenon that is being studied, qualitative research is associated with a more interpretive philosophy (Denzin & Lincoln, 2011). By using in-depth interviews, this research is able to gather information about the perception of the respondent. On the other hand, a quantitative research design will be used in this study, whereby the focus is on examining the relationships between variables while using statistical and graphical techniques, which ensures generalisability (Saunders et al., 2013).

3.2 Data collection methods

As stated in section 3.1, the collected data that will be used to guide this research is used for triangulation. In-depth interviews have been conducted with several respondents, amongst others project developers of Fashion Outlet Zevenaar and representatives from the City of Nijmegen. In addition to the interviews, a questionnaire has been sent to residents of the city of Nijmegen. The first two parts of this section contain an explanation of why those methods are used. The third part will explain how the respondents are sampled. The last part will contain a description of how the data collection is connected to each research question.

The data is collected by using two types of data collection. On the one hand, interviews are conducted to gather information and insights on Fashion Outlet Zevenaar, the visitors (both from the city of Nijmegen and Germany), and the effects on the city of Nijmegen. On the other hand, a questionnaire is conducted to gather information from people living in the city of Nijmegen and their opinion about Fashion Outlet Zevenaar.

3.2.1 Semi-structured, in-depth interviews

Conducting semi-structured interviews is an important research method to find answers to both the main research question and the sub-research questions. A semi-structured interview is a suitable method to get detailed information and insight about topics from essential actors (Harrel & Bradley, 2009). By using interviews, it is possible to focus more on the 'why' and 'how' questions, in order to talk in a more 'in-depth' way about topics. When insight into experiences, beliefs and motivations are wanted, semi-structured interviews are very helpful (Gill et al., 2008).

To give structure to the interviews and to guarantee that every topic is brought up, the interviewer will use a guide. For the interviews in this research, a list of pre-determined topics that need to be covered will be drawn up in the interview guides. These interview guides can be found in Appendix I. However, when during the interviews other relevant questions come up, it is for both the interviewer and the interviewee possible to address and deal with these questions (Creswell & Poth, 2018). The question asked during the interviews are not always the same, as some aspects are more important than other aspects. By using the predetermined questions as the central thread, they can give a certain structure to the interviews and make it possible to determine a pattern in the answers.

The interviews will start with a brief introduction with on the one hand an explanation of the purpose of the interview and the conditions of the interview will be explained. Also, permission to record the interview and publish the findings of the interview is asked.

Due to covid-19 measures, only one of the interviews was conducted face-to-face in real life. The other interviews were conducted via the online platforms 'Teams' and 'ZOOM' and one of the interviews was an interview by phone. Some of the interviews have offered further information, as some of the respondents point the researcher to some interesting documents or other possible respondents.

3.2.2 Questionnaire

For the data collection, in addition to the qualitative research method, in the form of interviews, this research also used a quantitative method. This method is an online questionnaire that has been issued amongst residents of the city of Nijmegen. The data gained via questionnaire will give insight into the reasons and motivations of potential customers from the city of Nijmegen to potentially visit Fashion Outlet Zevenaar. The questions of the questionnaire can be found in Appendix II.

Advantages of data collection by means of surveys, is using a relatively large quantity of research units. And so, a high reliability of results can be guaranteed. Because all the respondents will complete the

same survey, the answers will contain replicable and quantifiable data. Surveys also ensure the ability to represent a wide range, if the response is big enough. By giving the option for the respondents to substantiate the answers or to give examples at some questions, an attempt will be made to gather more usable data.

This step of the data collection process consists of an online survey. The questionnaire has been created within the program Qualtrics.

In the next section the sampling of the respondents will be explained, so how and why the specific respondents are approached.

3.3 Sampling

3.3.1 Sampling of interview-respondents

The main aim of the interviews is to gather information and insights into how the experts are looking at the situations regarding Fashion Outlet Zevenaar, the visitors, and the effects on the inner city of the city of Nijmegen from the following actors:

- *Manager(s)/project developer(s)* from Fashion Outlet Zevenaar
- *Representatives* of the city of Nijmegen
- *Tourism experts* from both the Netherlands and Germany

The conducted interviews are presented in the table below (table I). Some of the respondents were which were found via the internet and directly contacted. Other respondents are found using the snowball method, as they were mentioned in another interview. One of the last questions of each interview was whether the respondent knew another respondent. The companies/functions of the respondents are shortly introduced below the following table.

Respondent(s) and their function	Date	Method	Duration
Mr. Woltering & Mr. Van Uum Stable International	06-12-2021	Face-to-face in real life	1:13:13
Mr. Mulder Stichting Huis voor de Binnenstad Nijmegen	07-12-2021	Face-to-face via Zoom	45:31
Mr. Jeene Former Alderman Gemeente Nijmegen	08-12-2021	Interview by phone	38:45
Mrs. Nieskens Official Gemeente Nijmegen	20-12-2021	Face-to-face via Teams	32:48
Mr. Van Es Visit Arnhem Nijmegen.	24-12-2021	Face-to-face via Zoom	36:55
Mr. Binn Mediamixx	13-1-2022	Face-to-face via Zoom	27:56

Table I: The conducted interviews for this research

Stable International

Stable international is a player in the field of real estate development. Stable International has experience in the field of development and management of, amongst others, the Outlet Centres Batavia Stad and Rosada and a number of large shopping centres in the Netherlands. Stable International is a well-known partner of many players in the real estate market. Stable international is

the developer of Fashion Outlet Zevenaar and Stable International will also has the responsibility of the rental and management of Fashion Outlet Zevenaar (Stable, 2021).

The interview with Mr. Woltering and Mr. Van Uum from Stable International was the longest of the conducted interviews (1hour, 13 minutes). The interview gave a lot of information about the coming of Fashion Outlet Zevenaar, how the outlet centre will be developed and about the potential customers (both Dutch and German).

Stichting Huis voor de binnenstad Nijmegen

Huis voor de Binnenstad is a Foundation in city of Nijmegen in which all parties that 'use' the city centre come together. Various organizations join forces in het Huis voor de Binnenstad. It makes effort to offer entrepreneurs the good conditions to allow their business to flourish. By working together, they try to create experiences in the city centres and bring this to the attention by potential visiters, so that the city of Nijmegen is visited and discovered. One of the aims of Huis voor de Binnenstad is to increase the number of visitors to the city centre and the primary focus is on the economic importance of the city centre.

The interview conducted with Mr. Mulder from Stichting Huis voor de Binnenstad gave, amongst other things, a lot of information and insights concerning the retail sector of the city of Nijmegen, its strengths and its threats.

Gemeente Nijmegen – Mr. Jeene

In the period 2010-2014, Mr. Jeene was alderman for Finance, Economy and Tourism ('wethouder Financien, economie en toerisme) in the municipality of Nijmegen on behalf of D66.

The interview conducted with former alderman of Gemeente Nijmegen gave insights about the city of Nijmegen, its strengths and weaknesses. Furthermore, there was information gained about how the municipality of Nijmegen looks towards developments as the coming of Fashion Outlet Zevenaar.

Gemeente Nijmegen - Mrs. Nieskens

Ilse Nieskens is a senior advisor / strategic advisor economics ('Strategisch adviseur Economie) at the municipality of Nijmegen.

The interview conducted with Mrs. Nieskens, an official of Gemeente Nijmegen, gave insights about the city of Nijmegen, its strengths and weaknesses. Furthermore, there was information gained about how the municipality of Nijmegen looks towards developments as the coming of Fashion Outlet Zevenaar

Visit Arnhem Nijmegen

Visit Arnhem Nijmegen is together with Visit Veluwe part of Toerisme Veluwe Arnhem Nijmegen. Those areas are adjacent to each other, so they share many visitors. In addition, they share expertise in the field of destination marketing and development. The aim is on tourism, the business market and international travel organizers. Visit Arnhem-Nijmegen knows the region like no other, amongst others because of the research and intensive collaboration with their partners. Besides their expertise in tourism for companies, Visit Arnhem Nijmegen is also a point of contact for tourists both online and offline via the tourist information offices ('VVV-vestigingen') and agencies.

The interview with Mr. van Es, working at Visit Arnhem Nijmegen gave interesting insights about the region where both the city of Nijmegen and Fashion Outlet Zevenaar belongs to.

Mediamixx

Mediamixx is a full-service communication agency that helps organizations from Germany and the Netherlands to be better perceived in their own country and/or in neighbouring countries. It is their passion to build bridges between the Netherlands and Germany and they know the Netherlands, Germany and their inhabitants like the back of their hand, especially the differences and similarities. The customers of Mediamixx come from different sectors. For instance, regional marketing organizations, companies from the recreation sector, industrial customers, education institutions and Dutch-German projects. For those customers, Mediamixx is an advisor and sparring partner at the same time. With a few exceptions, all of their customers operate across borders.

The interview with Mr. Binn from the company Mediamixx gave great insights into the topic of cross-border shopping and motives for Germans to cross the border.

As stated above, only one German respondent took part in the interviews. The aim was to interview more German respondents, but this aim was not reached. It can be stated that there is selection bias in this research. Selection bias occurs when the sample does not accurately reflect the population that is central to the study. Most of the collected data and information regarding cross-border shopping is based on expert opinion from the respondent from Germany. Some of the Dutch interviewees also were able to tell things about the German (potential) customers.

3.3.2 Sampling of questionnaire-respondents

By sampling, it is tried by selecting individual members or subject of the population to make statistical inferences from them and estimate the characteristics of the whole population. Sampling in research is of two types, namely probability sampling and non-probability sampling. By probability sampling the researcher sets a selection of a few criteria and chooses members of a population randomly, so all the members have an equal opportunity to be a part of the sample. By non-probability sampling the researcher chooses members for the research at random. This sampling method is not a fixed or predefined selection process, this makes it difficult for all elements of a population to have equal opportunities to be included in a sample. As this research is of such a nature that it is more exploratory than conclusive, in this research non-probability sampling has been used. One of the advantages of this method is that this method of sampling is relatively quick since neither the sample or selection criteria of the sample are predefined. On the other hand, the disadvantage of this sampling method is that it is arbitrary, so the population demographics representation can be skewed. The results do not represent the desired target population, as this type of sampling is biased and hence the results are biased as well.

The questionnaire is sent to residents of the city of Nijmegen, with the method of voluntary response sampling. This type of non-probability sampling is mainly based on ease of access. Instead of the researcher choosing participants and directly contacting them, participants volunteer themselves. By using several social media platforms such as Facebook, Instagram and LinkedIn and by posting the link to the questionnaire on a platform for employees of the municipality of Nijmegen, it is aimed to reach a big number of respondents. Almost 75% of the respondents of the online questionnaire is under the age of 50. In all probability, this is because relatively older people are less active on social media. With a margin of error of 5% and confidence level of 5%, a sample of 384 should be selected to be of sufficient size to be representative for results in regard to the entire population.

The total population, the residents of the city of Nijmegen, is 179.125 (January, 2022). A total of 124 participants have completed the questionnaire, so this group is not of sufficient size to be representative for results in regard to the entire population. Because of the fact that the population is

not big enough, the data will not be generalizable. However, the data will offer a good picture of how the residents of the city of Nijmegen look towards the coming of Fashion Outlet Zevenaar.

3.3.3 Data collection and the research questions

The main aim of this research is to answer the research questions, the gathered data will help in providing these answers. In the table below (table II) the relation between each research question and the research methods are displayed.

Research question	**Component**	**Used research method**
Sub Research question 1: **Who are the people visiting a Factory Outlet Centre, what is their behaviour and how are they satisfied?**	Customer behaviour & satisfaction Cross-border shopping Factory Outlet Centre	Online questionnaire In-depth interview Stable international
Sub research question 2: **How does cross-border shopping relate to the customers of Fashion Outlet Zevenaar, and how does this impact the city of Nijmegen?**	Cross-border shopping Retail sector of the inner city of Nijmegen Factory Outlet Centre	In-depth interview with Stable International In depth interview with Mediamixx In-depth interview with Visit Arnhem-Nijmegen
Sub research question 3: **What is the current state of the retail sector in the city of Nijmegen and what factors affect the retail sector in the city of Nijmegen?**	Retail sector of the inner city of Nijmegen	In-depth interviews with Mr. Jeene & Mrs. Nieskens from the municipality of Nijmegen In-depth interview with Huis voor de Binnenstad In-depth interview Visit Arnhem Nijmegen
Sub research question 4: **To what extend will residents of the city of Nijmegen visit Fashion Outlet Zevenaar?**	Customer behaviour & satisfaction Retail sector of the inner city of Nijmegen	Online Questionnaire In-depth interviews with Mr. Jeene & Mrs. Nieskens from the municipality of Nijmegen In-depth Interview Visit Arnhem-Nijmegen
Main research question: **How does the coming of Fashion Outlet Zevenaar affect the retail sector of the city of Nijmegen?**	Accumulation of all research sub-questions	Accumulation of used methods; in-depth interviews and online questionnaire

Table II: Answering of the research questions

3.4 Data analysis

In this section it is explained how the data conducted by the different methods of research has been analysed.

3.4.1 Analysis qualitative data

To turn raw qualitative data into a convincing 'story' that answers the research question requires coding. Coding means to examine the empirical material and labelling it with a word or phrase that summarizes its content (Linneberg & Korsgaard, 2019). Besides the fact that coding increases the trustworthiness and credibility of the findings of qualitative research, other benefits of coding are making the data more comprehensive, more accessible and more retrievable (Linneberg & Korsgaard, 2019). Corbin & Strauss (2008) confirms this, they namely state that coding will help the researcher to fully understand the data.

The interviews are recorded with permission granted by the respondents. The data is transcribed, analysed and interpreted by using *Atlas.Ti.* The transcripts are coded with the aim to better analyse the interviews and find patterns in the answers given by the respondents. By using the method of 'open coding', the objectivity is tried to be guaranteed. The codes are not set beforehand, but are open coded along the way. Interviews are processed by the words of the respondent, not by the words of the researcher. By doing this, the objectivity will be guaranteed (Corbin & Strauss, 2008).

In this research a total of 13 different codes are used with 'open coding'. The 13 different codes are placed in 4 code groups, so-called 'axial coding'. The four code groups are: 'Cross-Border Shopping', 'Customer Behaviour & Satisfaction', ''Effects retail sector' and 'Nijmegen'. Besides the code groups there are three different codes which are not placed in a group, but still relevant for this research. Those are: 'Synergy and displacements effect', 'Soort klanten' and 'Aanbeveling'. The codes and code groups can be found in Appendix III.

3.4.2 Analysis quantitative data

In this research descriptive statistical analyses were performed on the sample groups to obtain a clear understanding of the population and to analyse data collected in a statically valid manner.

To guarantee the external validity, so to check if the questions were asked to the right people, the first question of the questionnaire was added. The question is: *''Do you currently live in the municipality of Nijmegen?''*. The aim of the questionnaire was to make statements about residents of the city of Nijmegen. So, the results of the respondents who answered this question with ''No'', were removed. (A total of 14 out of the 124 respondents). The data of a total of 110 is useable. The descriptive data will be analysed by the program 'Qualtrics'. Qualtrics will also be used to compose and display cross tabulations.

3.5 Display of results

The results has been divided in two chapters. First, a descriptive chapter of the results. Second, the analysis of these results. Once the results are presented properly, the conclusion of this research can be established.

Chapter 5, the results chapter, is divided into the two methods of data collection, the in-depth interviews and the questionnaire. The results that are gained by the data collection, are reported in an objective way using tables and quotes. The results will contain the patterns that are recurrent and structured around the key themes from the conceptual model and research questions.

In chapter 6, the analysis chapter, the data becomes increasingly a ‘story’. Quotes and useful information gathered from the data will help in drawing the conclusions, by comparing the results from the in-depth interviews and questionnaire with the ex-ante conceptual model and theoretical framework.

After chapters 5 and 6, one can find the concluding chapter. In this chapter, after explaining the results., the sub-research questions are answered. All those answers combined and summarised will provide the answer to the main research question.

3.6 Research limitations and risks

Every research and thesis has its limitations and risks. As researcher you have to be aware and take those limitations and risks into account doing research.

One of the limitations of this research is the generalization of the results. As the response on the questionnaire is too small, it is not possible to generalize the results. It is important to keep in mind that these results still offer a good presentation of the situation. Another limitation of the questionnaire is that respondents are not able to elaborate on all of their answers. To compare, in an interview respondents are better able to substantiate their answers.

As a part of this research is conducted using a qualitative research method, the data is partly subjective. By using triangulation, the reliability and validity can be guaranteed (Van Thiel, 2014).

One of the risks that is involved with this research is already mentioned. Namely, due to the global COVID-19 pandemic and the measures taken to control the infections and hospitalizations, this research has been influenced. It is highly likely that potential respondents would be more willing to cooperate if there was no lockdown and other pandemic-related measures.

4. Contextual chapter

This chapter provides the context on the topic of this research, as the two main research units will be discussed. First is dealt with Fashion Outlet Zevenaar and thereafter is dealt with the inner city of Nijmegen, with a special focus on the retail sector.

4.1 Fashion Outlet Zevenaar

Fashion Outlet Zevenaar is currently under development. In all probability, the Centre will consist of 80 to 100 different brands, 19,400m2 and more than 2,200 parking spaces (see figure 5). In addition to the Outlet Centre, there is room for catering and a supermarket. The surface of 19,400m2 is divided into 16,500m2 for shops, 1,550m2 for restaurants and 1,350 m2 for a supermarket.

Figure 5: The future Fashion Outlet Zevenaar, with 2,300 parking spaces (FOZ/Stable, 2020)

4.1.1 Location and accessibility of Fashion Outlet Zevenaar

Fashion Outlet Zevenaar is located directly on the A12 near the German Border. The A12 is one of the most important routes to and from Germany and connects to the German A3 motorway. The Outlet is accessible for more than 30 million consumers within a radius of 90 minutes travel time. Accessibility will be enhanced in the future by a direct entrance and exit from the A12 to the Outlet.

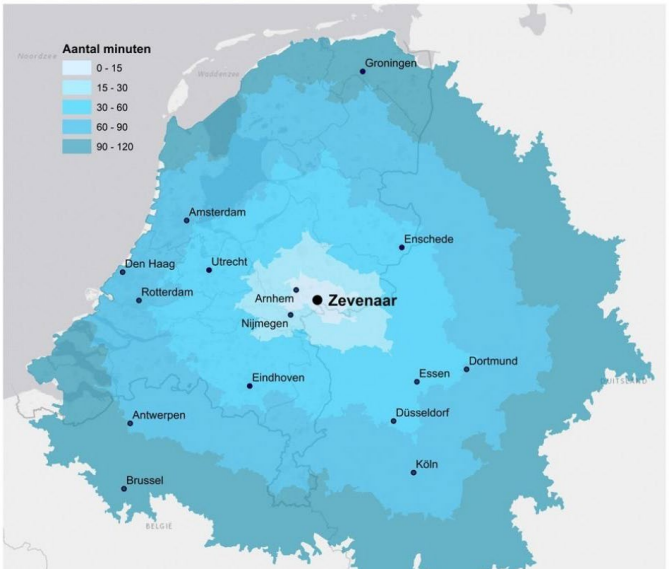

Figure 6, The Catchment Area of Fashion Outlet Zevenaar (Stable International, N.D.)

4.1.2 Timeline development of Fashion Outlet Zevenaar

The data for the following timeline is obtained from the website of Stable International, the developers of Fashion Outlet Zevenaar.

On the 18th of May 2016, the council of State The Hague gave a positive decision regarding the zoning/development plan. This decision enabled the establishment of the Fashion Outlet Centre.

On the 19th of April 2017, the city council of Zevenaar gave its approval to the plans for the realisation of a fashion Outlet in Zevenaar. At this point, the Board of Mayor and Alderman already gave their approval. During a public meeting, the council considered the urban development plan and the visual quality plan and agreed with the coming of the Fashion Outlet.

On the 11th of May 2017, the purchase and realisation agreement was signed by the municipality of Zevenaar and the Factory Outlet development combination, consisting of the partners Stable International and VeluweZ Verkerk. On this day, also a covenant was signed, which was established with the region. In this covenant, agreements have been made on how the development can have a positive effect on the Centre of Zevenaar and the region.

On the 18th of April 2019, the municipality of Zevenaar issued the zoning/development permit for the construction of Fashion Outlet Zevenaar.

In April 2022, the go-ahead for the realisation of the first step of the area around Fashion Outlet Zevenaar was given. The first step involves the realisation of a supermarket.

In September 2022, the municipality of Zevenaar announced that the start of the building of Fashion Outlet Zevenaar will start at the beginning of 2023.

The planned opening of Fashion Outlet Zevenaar will depend on various variables. Amongst others, the presence of raw- and building materials. In all probability, the outlet centre will open in 2023 or 2024.

4.2 Inner city of Nijmegen

The inner City of Nijmegen is the most important shopping area of the Nijmegen region and can be characterised as a city centre with a large attractiveness to many visitors.

4.2.1 Current situation inner city of Nijmegen

The offer of shops and catering services consists on the one hand of leading industry and branch companies in the core shopping area and on the other hand of typical 'Nijmegen' retail with a young and unique character, which can especially be found in the ring-streets around the core shopping area. The city of Nijmegen is characterized by a very diverse range and want to keep this as much as possible (Gemeente Nijmegen, 2021). Both big-brand stores and relatively small local stores can be found in the city of Nijmegen.

Like all cities in the Netherlands, Nijmegen has to deal with vacancy. The vacancy in Nijmegen can mostly be found in the ring streets and not the core. In 2017 the vacancy percentage was 7.6% retail floor space and at that moment this percentage was the lowest in ten years. By 2021 the vacancy percentage has even fallen to 6%, but it is expected that this vacancy will increase in the coming months or years, amongst others due to the global COVID-19 pandemic (Gemeente Nijmegen, 2021).

4.2.2 Appreciation of the inner city of Nijmegen

In November 2021, the appreciation of the inner city of Nijmegen was examined by means of street interviews. The average rating was 7,6 out of 10 and the amenity value was rated as 'good'. Valuations for the range of catering, events, cultural shops and events are rated 'good' as well.

4.2.3 SWOT-Analysis inner city of Nijmegen

The Swot-analyse on the next page (Figure 7) is composed by the author of this thesis, in collaboration with internship supervisors, by order of the municipality of Nijmegen. In this Swot-analysis the strengths, the weaknesses, the opportunities and the threats of the inner city of Nijmegen can be found. It shows that the ''Binnenstad'' (=Inner city) of Nijmegen has a lot of strengths. For instance, the cosy inner city that has a high attraction to many visitors and the appreciation of the inner city is high (both absolutely and relatively). Also, the threats of for instance online shopping is present. One of the opportunities is the shift from the inner city of being a place to buy towards being a place to be/meet.

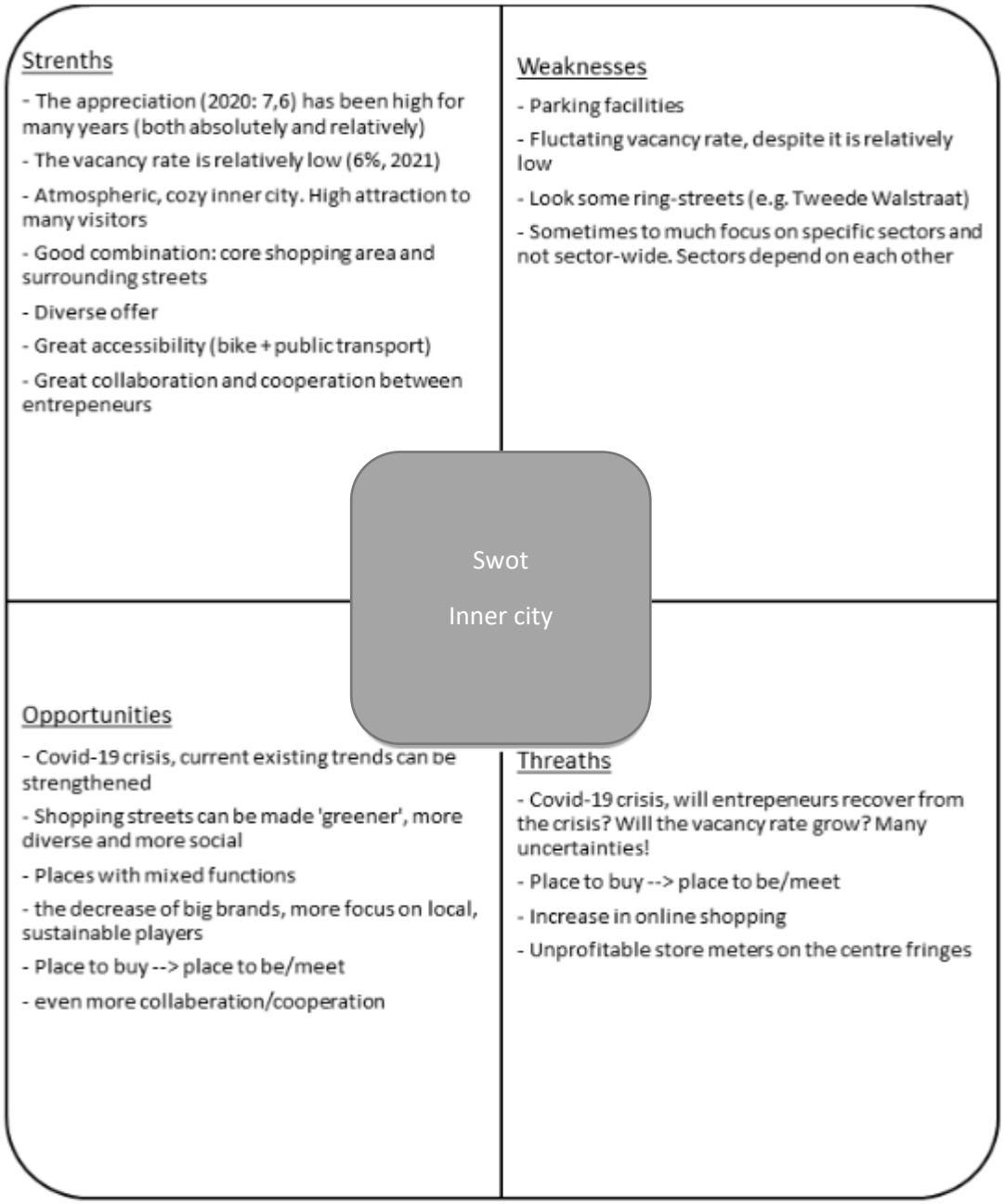

Figure 7, Swot-Analysis inner city of Nijmegen (Smeets, 2021).

5 Results

In this chapter a descriptive report of the findings will be given. First, a description of the results from the online questionnaire, followed by a description of the results of the conducted interviews.

It must be noted that customer satisfaction is a hard concept to measure for a location that has not opened yet. As customer satisfaction is a relevant concept in the case of Factory Outlet Centres, the concept is still being dealt with in this research. It is important to realise that the results and analyses, relating to the coming of Fashion Outlet Zevenaar, of both the questionnaire and the interviews are based on expectations. The results and analyses relating to cross-border shopping are only, empirically, based on expert interviews.

5.1 Results online questionnaire

The online questionnaire consists of 7 questions. In this part, the results of the online questionnaire will be given

5.1.1 Personal characteristics respondents

In the following bar chart (figure 8) the gender of the respondents is displayed. 55% of the respondents are male and 45% of the respondents are female. None of the respondents indicated that they preferred to not answer the question.

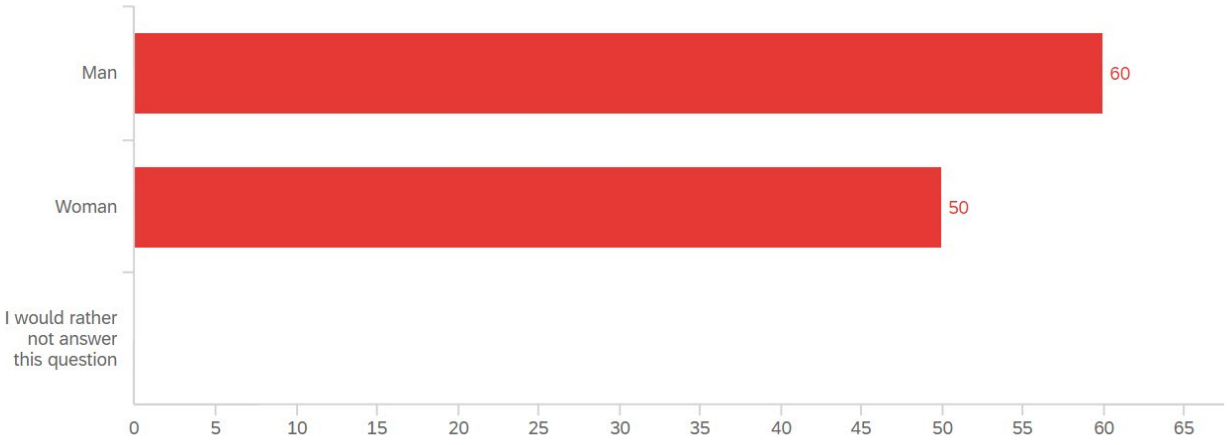

Figure 8: Gender of the respondent

In the bar chart on the next page (Figure 9), the age of the respondents is displayed the answers are displayed. It can be seen immediately that the age group 21-25 is overrepresented, as 26% of the respondents falls under this category. More than 25% of the respondents is in the age group of 21-25 years. It can be stated that this is not a full and entirely representative picture of the situation of the city of Nijmegen. None of the respondents has an age between 75 and 80. Almost 75% of the respondents is under the age of 50.

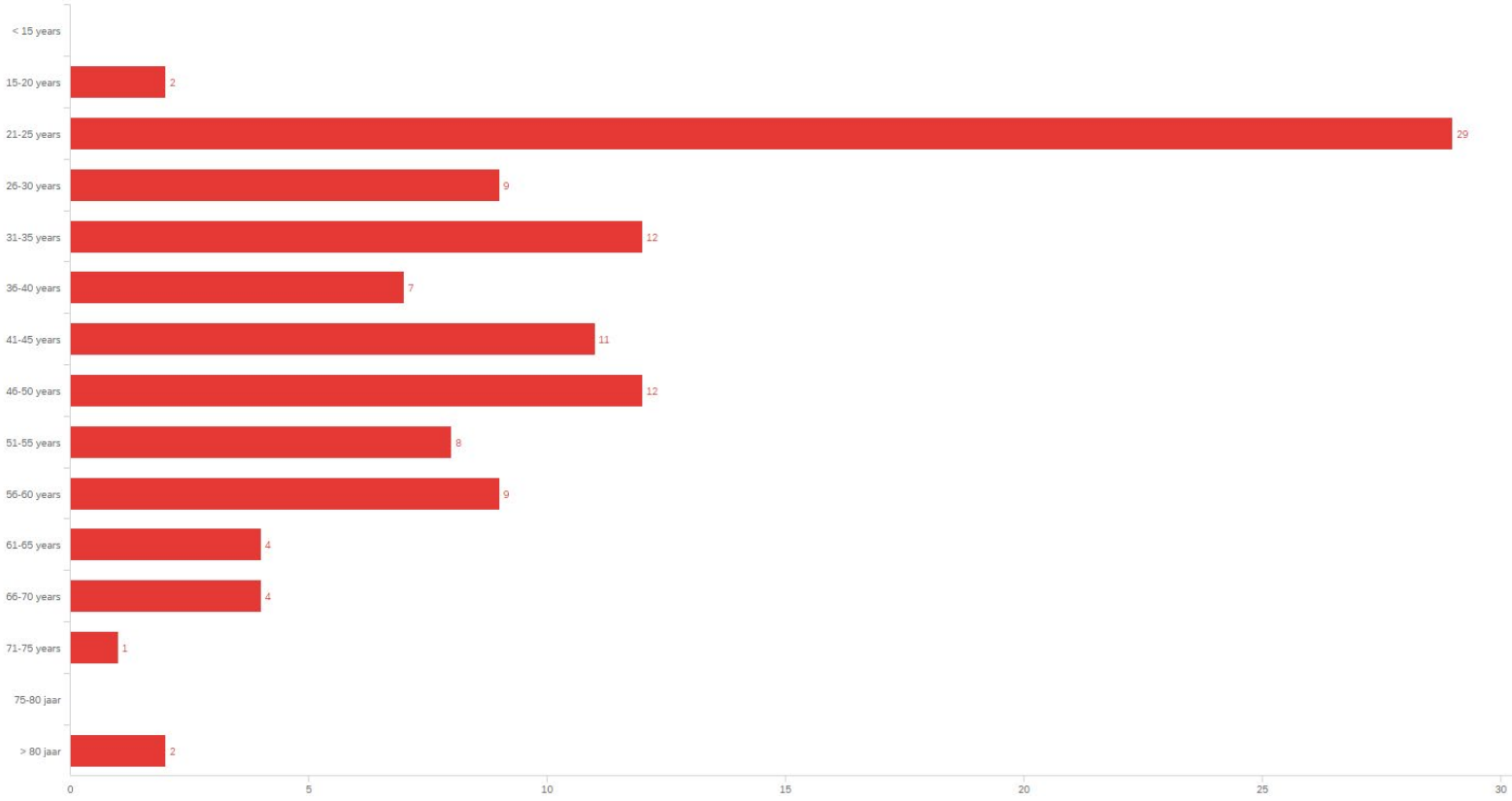

Figure 9, Age of the Respondents (n=110)

5.1.2 Residents of Nijmegen – Fashion Outlet Zevenaar

More than 75% (Figure 10) of the respondents is unfamiliar with the coming of Fashion Outlet Zevenaar. Roughly 40% (Figure 11) of the respondents answered that the coming of Fashion Outlet Zevenaar appeals to them once alerted to it. The results of the questionnaire show that people living in the city of Nijmegen are quite unaware of the coming of Fashion Outlet Zevenaar, which is quite logical. Fashion Outlet Zevenaar is not running and there is not many advertisements for the outlet centre yet.

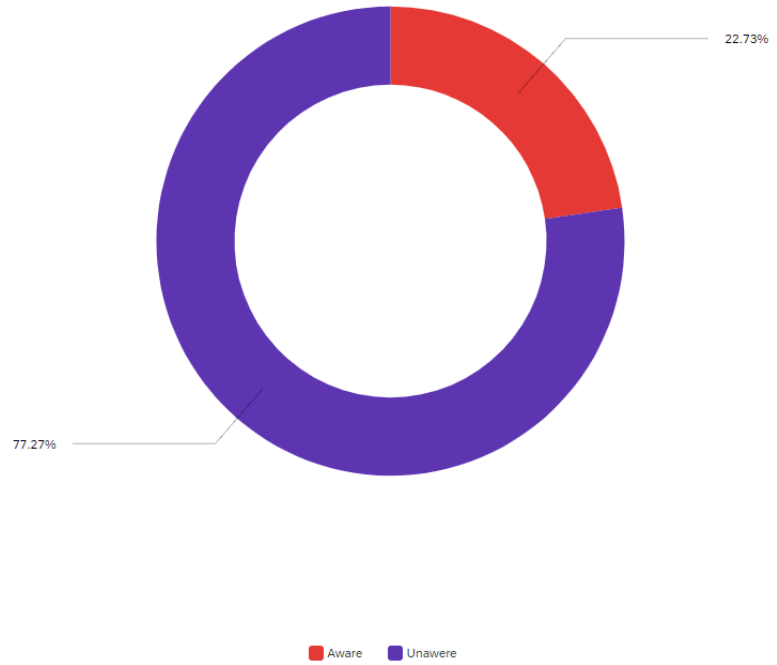

Figure 10: Awareness coming of Fashion Outlet Zevenaar (n=110)

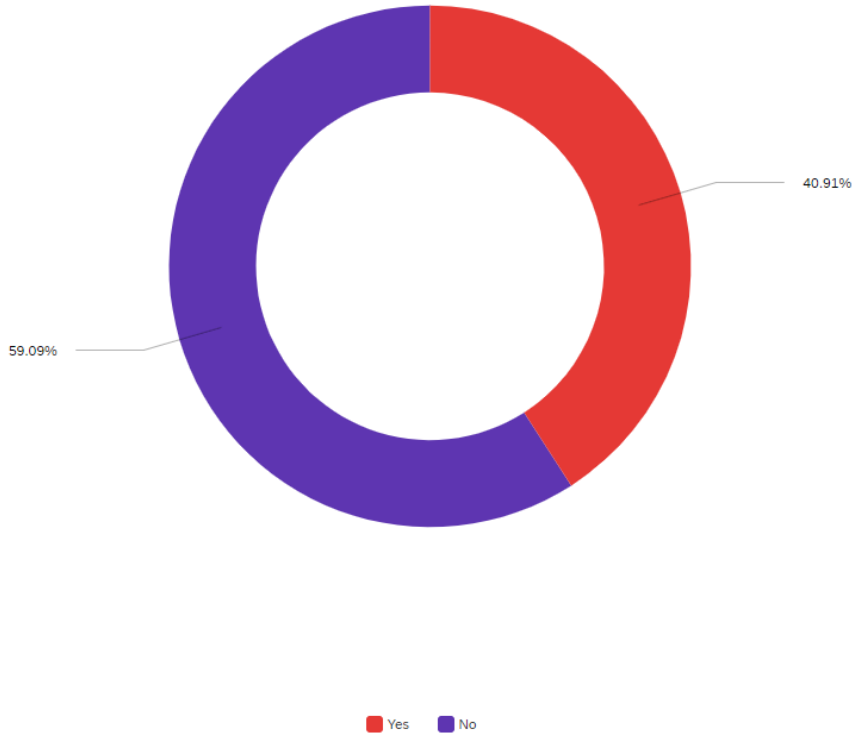

Figure 11: Appeal of Fashion Outlet Zevenaar (n=110)

In the following figure (Figure 12) it can be seen that the appeal of the people for people older than 55 years old is low. Only 1 of 20 respondents indicates that the coming of Fashion Outlet Zevenaar appeals to them, while 19 out of 20 respondents indicate that the coming of Fashion Outlet Zevenaar does not appeal to them.

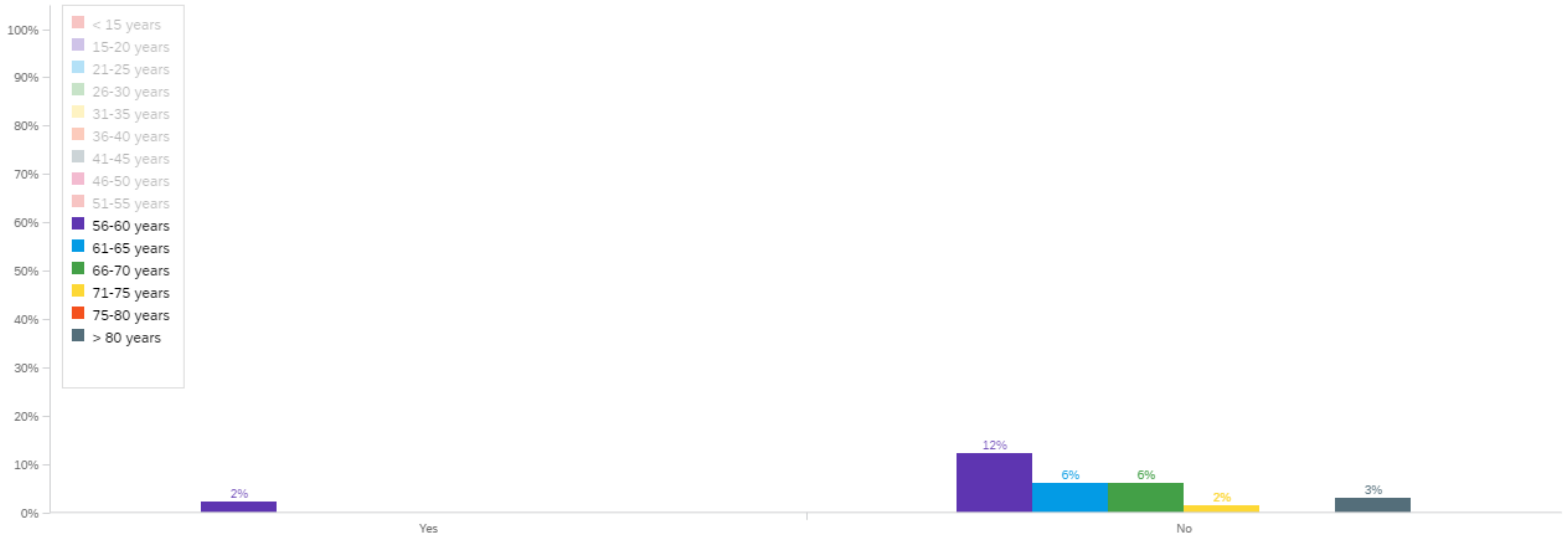

Figure 12: Appeal of the coming of Fashion Outlet Zevenaar per age groups > 55 (n=20)

To compare the age group older than 55 years old with the age group younger than 55 years old, the following table is added. 49% of the respondents younger than 55 years old indicate that the coming of Fashion Outlet Zevenaar do appeal to them, the other 51% indicate that the coming of Fashion Outlet Zevenaar do not appeal to them.

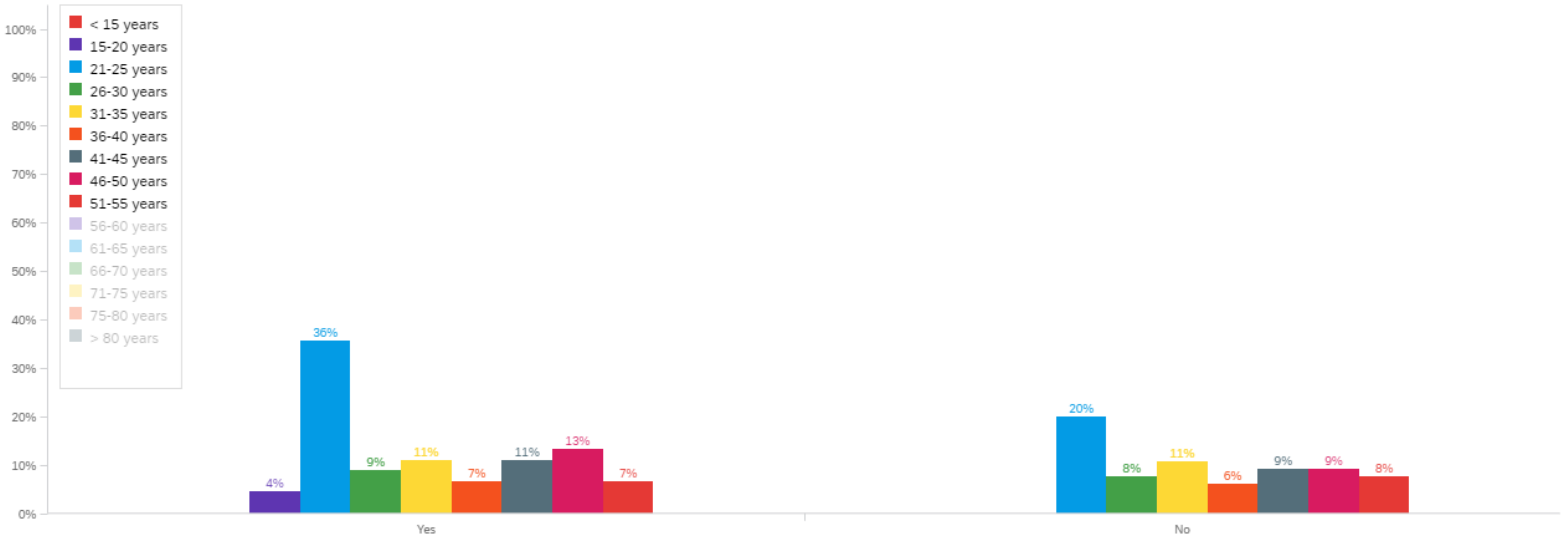

Figure 13: Appeal of coming Fashion Outlet Zevenaar per age groups < 55 (n=90)

The following figure (figure 14) shows that roughly 30% (35 out of 110) the respondents indicates that they are never going to visit Fashion Outlet Zevenaar. One of the respondents indicates that he or she is would go visit Fashion Outlet Zevenaar on a monthly base and 16% (18 out of 110) of the respondents indicates that he or she is going to visit Fashion Outlet Zevenaar more than once a year. 65% (13 out of 20) of the respondents older than 55 years, indicates to never visit Fashion Outlet Zevenaar. 20% (4 out of 20) of the respondents indicates to visit Fashion Outlet Zevenaar less than once a year and 3 respondents indicates to visit Fashion Outlet Zevenaar about once a year. Compared to the age group above (>55), the age group <55 years is planning to visit Fashion Outlet Zevenaar more. 55% (50 out of 90) of the respondents has the planned frequency to visit Fashion Outlet Zevenaar more than once a year.

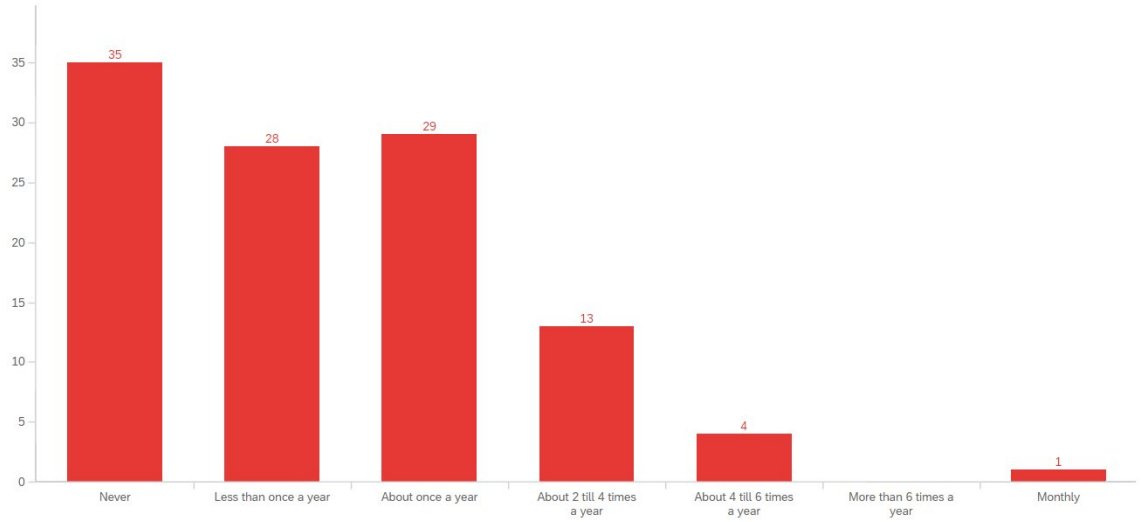

Figure 14: Planned visit Fashion Outlet Zevenaar (n=110)

The following table (Table III) shows that 45% of the respondents indicates that they have no motivations to visit Fashion Outlet Zevenaar in the future. 30% of the respondents indicates that they will visit Fashion Outlet Zevenaar for 'a day-trip' feeling. Almost 40% of the respondents indicates that they will visit Fashion Outlet Zevenaar because of the nature of stores. 4 out of the 110 respondents indicates that a motivation to visit Fashion Outlet Zevenaar is the presence of technological conveniences and 10 out of the 100 gives the presence of entertainment as motivation. Because of the fact that Fashion Outlet Zevenaar is not opened yet, respondents are unaware what this specific outlet centre has to offer. This can be one of the reasons that respondents indicate that they see no reasons for visiting Fashion Outlet Zevenaar and also indicate a low frequency of planned visits. Another reason can be that it is still unknown what this specific outlet centre has to offer.

1	I see no reasons for visiting Fashion Outlet Zevenaar	44.55%	49
2	The presence of the type of stores (lots of shops, relatively low prices)	39.09%	43
3	The 'day-trip' feeling	30.00%	33
4	The presence of entertainment (e.g. restaurants, play areas for children)	9.09%	10
5	The presence of conveniences through technology (e.g. presence of free-wifi, apps)	3.64%	4
6	Otherwise, namely	4.55%	5
			110

Table III: Motivations for visiting Fashion Outlet Zevenaar

Field	Never	Less than once a year	About once a year	About 2 till 4 times a year	About 4 till 6 times a year	More than 6 times a year	Monthly
I see no reasons for visiting Fashion Outlet Zevenaar	97.14% 34	35.71% 10	10.34% 3	7.69% 1	25.00% 1	0.00% 0	0.00% 0
The 'day-trip' feeling	0.00% 0	25.00% 7	44.83% 13	76.92% 10	50.00% 2	0.00% 0	100.00% 1
The presence of entertainment (e.g. restaurants, play areas for children)	0.00% 0	7.14% 2	13.79% 4	23.08% 3	25.00% 1	0.00% 0	0.00% 0
The presence of conveniences through technology (e.g. presence of free-wifi, apps)	0.00% 0	0.00% 0	0.00% 0	7.69% 1	75.00% 3	0.00% 0	0.00% 0
Otherwise, namely	8.57% 3	7.14% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
	35	28	29	13	4	0	1

Table IV: Motivation to visit Fashion Outlet Zevenaar X planned frequency

Table IV shows that almost all of the respondents who indicate to have no motivation to visit Fashion Outlet Zevenaar in the future are planning to visit Fashion Outlet Zevenaar less than once a year or never. Compared to that, table IV also shows that respondents who have motivations to visit Fashion Outlet Zevenaar also plan to visit Fashion Outlet Zevenaar more often than people who have no motivation to visit Fashion Outlet Zevenaar.

Other motivations not to visit, not to visit or unrelated to visiting Fashion Outlet Zevenaar or that are indicated by respondents are

- ''One can order everything online, why invest in an unnecessarily large shopping Centre, it is a waste of tax money''
- ''Motivation to not visit Fashion Outlet Zevenaar: it ruins the beautiful cities''
- ''To check it out once''
- ''For the children''

5.2 Results interviews

The interviewees are from different organisations and governments and have different perceptions and views on the topics. In this result part, the most important findings of the interviews will be displayed in order of the topics studied in this research. Some of the respondents are more specialised in a particular topic than others, so logically some topics are discussed more extensively than others. As a result is given, the reference is added between brackets. For instance, under the heading 'Administrative factors – Cross-border shopping (1.31, R: 433)' is from respondent 1, line 33 and reference 433.

5.2.1 Results regarding Fashion Outlet Zevenaar

An outlet centre, and in this specific case Fashion Outlet Zevenaar, has some things to offer that an inner city offers as well. For instance shops and restaurants. According to Stable International, one cannot compare a day shopping at an inner city with visiting an outlet centre, as they state:

''In the situation of an Outlet Centre it is more that one decides to have a day out with, amongst others shopping'' (1.1, R: 58-62).

According to Visit Arnhem Nijmegen, another difference between a city centre and Fashion Outlet Zevenaar, is that at the outlet centre at some points are more developed.

''All people can park their car without difficulties. From the parking lot the visitors are being informed via an app. Customers can indicate which store they want to visit and a route will be given (6. 18, R: 183). Inner cities also want that when visitors enter the city, they get a push notification 'Welkom at Nijmegen, what are your wishes?'' (6. 19, R: 187).

Fashion Outlet Zevenaar substantiates this with the following quote:

''At an outlet one will arrive and the gate will open automatically for you, the parking lot is clean. When it is busy, parking attendants will take you to your parking space. The chance that your car will be broken into is minimal. Most of the time you already have some kind of background music in the parking lot with waving flags. In the Outlet Centre it is all clean there too, the pavement is all flat in it. Everything, safety is guaranteed, the staff is generally better trained. Because that's what we do as management, we try to provide all kinds of training. So that people are well informed so that they can also answer questions. There are also security services, security officers. There is also music there, hopefully not too loud, you will be well informed, all shops are open at the same time" (1:10, R: 269-273).

In terms of entertainment, Fashion Outlet Zevenaar will contain several restaurants and playgrounds. Stable International tries to add more entertainment locations in the outlet centre, but because of the fact that inner cities see the outlet centre as a competition and threat, in lots of zoning plans it is forbidden. Stable Internationals got limitations to add more entertainment, so they were allowed less catering in the centre than that they originally thought. They wanted to include some children/entertainment park, *''but that was not allowed by the zoning plan''* (1:14, R:294-301).

Besides the Free WIFI access, Stable International wants to add charging facilities and an information Centre. *''Not a leaflet dispenser, but a place where information about the area can be given''*. (1. 13, R: 303-306) Besides that, ''*apps will be developed to create interactivity with customers and give the customers the possibility to collect points via loyalty programs''* (1.34, R:310). Mr. van Es (Visit Arnhem Nijmegen) states that the service-oriented that outlet centres offers, linking the digital to the historic centre is a wish for inner cities. The outlet centres works with commercial companies, while the inner cities have city management which are subsidised by a municipality. The process takes longer at inner

cities. Mr. van Es quotes that ''*To compete with outlet centres, the transformation from place to buy to place to meet has to be accelerated*'' (6. 19, R: 191).

According to the respondents of the interviews (see the following quotes), the visitors of Fashion Outlet Zevenaar will not be visiting Fashion Outlet Zevenaar on a weekly basis and already made the decision to visit another outlet centre, for a daytrip fun shopping, in the past.

Mrs. Nieskens states that ''she can imagine that people will visit an Outlet Centre every three months and the inner city every week'' (7. 12, R: 181).

Mr. Mulder could also imagine that the people that are going to visit Fashion Outlet Zevenaar, already made the decision in the past to visit outlet centres in Lelystad and Roermond. ''*And with the coming of Fashion Outlet Zevenaar, make the decision to visit that Centre. For instance, because it is closer. So the competition will come from existing outlet centres''* (3. 15, R: 161). Mr. van Es from Visit Arnhem Nijmegen agrees with that, as he states that 80-90% of the visitors from Fashion Outlet Zevenaar ''*will be a new target group (6. 15, R: 151) and not visitors who normally go to the city of Nijmegen.''* According to former alderman Mr. Jeene: *''The people visiting an outlet centre are people that like a daytrip fun shopping''* (5. 6, R: 5). Mr. Jeene mentioned that he has witnessed the same kind of people at the outlet centre in Roermond. According to Huis voor de Binnenstad *''People will visit the utlet Centre in the beginning, because it is new''* (3. 16, R: 165).

Stable International does not totally agree with this, as they state that there is a wide variety of customers and ''*It can be mentioned that the age group 55+ is under-represented . 70% of the people come for more than half an hour's drive, 30% even more than an hour''* (1. 5, R: 236; 1. 18, R: 331).

Stable International states that German customers often cross the border in large numbers and are more willing to drive further than a Dutch customer (1.31, R: 433).

''For example, a Dutch customer who is going to come to the Outlet with 2 people and Germans are inclined to get into 1 car with more people'' (1. 29, 427).

Mr. Binn from Mediamixx mentioned that the reasons for German people to visit an Outlet Centre are in particular the prices . ''*There are good, expensive brands for low prices''* (2. 4, R: 92). But not only the prices at an outlet centre is an important reason for a visit, but also ''*the design of the buildings*'' (2. 5, R: 100). Another reason to cross the border for a visit, is because of the ''*it feels like a short holiday''* (2. 7, R: 104).

When shopping in the Netherlands as a German, it really feels like being in another land. Probably buy some typical food, softijsje, patat (2. 8, R: 115-119). They also speak another language, so it feels like you are in another country (2.10, R: 123).

According to Mr. Mulder, German people are sensitive to Factory Outlet Centres (3. 19, R: 176) The reason for German customers to cross the border to go shopping in a Fashion Outlet in the Netherlands are, according to Stable International:

''because they love Outlet shopping and spent a lot of money. Furthermore, German people already cross the border to the Netherlands, they love the area, they visit the area, the people speak German to them'' (1. 27, R:410-412).

''German customers are not familiar with Sunday openings of retail stores and shopping malls and they love to shop on Sundays, in Roermond about 50% of the visitors were German, but they account for 80 % of the sales'' (1.3, R: 11).

'' Stable International wants to draw attention and attract more German customers all online and in collaboration with media agencies'' (1.33, R: 447).

5.2.2 Results regarding the retail sector of the city of Nijmegen

The retail sector of the city of Nijmegen is defined as a-typical. In Nijmegen there is barely a surplus of shops ('overbewinkeling') and the inner city is not enormously expanded, as it is surrounded by the 'Singels' and the Waal. Huis voor de binnenstad Nijmegen states that:

''Nijmegen has an attractive tourism position, as there is lots of nature nearby, for instance Groesbeek, Berg en Dal and the Ooijpolder. The redevelopment of the Waal made the centrum of the city more central. In addition, the authentic and historical story, the story that Nijmegen has to tell, is also a factor that people find attractive or interesting as a motive for visiting Nijmegen. The fact that Nijmegen is a growing city, with space in Nijmegen-Noord, Nijmegen can still grow and there is still interest. Also the fact that Nijmegen is a Student city contributes to a thriving city'' (3. 3, R: 58).

Former alderman Mr. Jeene adds to this that cities such as Nijmegen have great possibilities to survive and lots of potential in the retail sector (5. 9, R: 29). Mrs. Nieskens states that the inner city of Nijmegen has a much larger surface area than the outlet centres and also offers different stores than outlet centres, as she states that *''the city of Nijmegen offers besides the big retail stores also relatively small, special stores. Which Fashion Outlet Zevenaar will not offer* (7. 7, R: 145). Mr. Mulder adds to this ''*that the 'couleur locale' becomes more important, so the relatively small local players, who has small competition with outlet centres''* (3. 9, R: 101).

One can distinguish three kinds of shopping behaviour. Firstly recreational shopping, this is what people do in the inner city. Secondly targeted shopping, this is what people do at outlet centres. And lastly, the daily shopping. According to Mrs. Nieskens:

The inner city of Nijmegen really drives on recreational shopping. Visitors go to the city, then also go to the catering industry. There must also be something to experience. Fashion Outlet Zevenaar will be competition if they will offer experience, add catering industry if it is going to be a day trip (7. 5, R: 137). *Nijmegen is recreational shopping, the focus is on fashion, shoes. Also the daily shopping is growing in the inner city* (....) *The trend is from place to buy towards place to be, all about experience, so the combination with horeca, culture, events.* (7. 5, R: 141). The city of Nijmegen is getting a combination of clicks and bricks and large stores (as the Decathlon) are getting locations in the inner city and that is a good development, according to Mr. Jeene (5. 1, R: 5).

Mrs. Nieskens states that a factor that poses a threat to the inner city of Nijmegen is online shopping, but this will probably be a bigger threat to outlet centre. Online offers also cheap goods (7. 10, R: 165).

Mrs. Nieskens, Mr. Jeene, Mr. Mulder and Mr. van Es all state that inner cities are in a transformation from a place to buy to a place to meet/be, as it is all about experiences. Mr. Mulder concludes that *the 'new' inner city is transforming from retail to multi-use* (3. 1 R: 47). *Store-meters are replaced by horeca-meters and there is also a transformation to 'living' in the inner city* (3. 8, R: 94). *The focus in the inner city must be on experience* (5. 7, R: 5) (....) *and also on cosiness and green in the inner city (5.17, R: 92-103)*. It is important that there is a good balance between retail, catering industry ('horeca') and leisure, so not only the focus on bars and restaurants (5. 1, R: 5). Living in the inner city is also a good development (5. 12, R: 36), especially when combined with experience (5.13, R: 40).

As stated above, inner cities are in a transition from place to buy to place to meet, all about experience Nijmegen focuses on positioning the city as an old city with young vibes (6. 7, R: 83). Above shops people are more often living in, so in the evenings it is cosy in the inner city. The catering industry

('horeca'), retail and culture are blurring (6. 8, R: 87). It is important, in competition to other cities and outlet centres, that there is a good balance between the catering industry ('horeca'), retail and culture and the *''focus must be on the culture that an inner city has to offer''* (6.10, R: 95) and ''*it is important that Nijmegen continues to have attractive places''* (3. 7, R: 78). According to Huis voor de Binnenstad Nijmegen:

''In outlet centres it is functional shopping and eating, in the city Centre of Nijmegen one visits a restaurant for the cosiness and experience. Nijmegen can show its history, how damaged it was in the Second World War. Those are things you simply don't have to offer as an Outlet'' (3.19, R: 176).

Cross-border shopping is mentioned above, related to Fashion Outlet Zevenaar. Cross-border shopping also relates to the retail sector of the city of Nijmegen. Mr. Mulder from Huis voor de Binnenstad Nijmegen states that ''*historically, Nijmegen is a really attractive city for German Customers to visit. On German holidays a lot of German car licence plates can be found in Nijmegen*'' (3. 18, R: 173). Mr. Mulder mentioned that German Customers are highly valued customers, as they spend really easily and a lot (3. 18, R: 173). In contrast to Mr. Mulder, Mr. Jeene mentioned that the amount of German People visiting Nijmegen is not that big. He uses as example, ''*the amount of present German cars on a Saturday, which is not that big''* (5. 18, R: 113-115).

Mrs. Nieskens says that around 3% of the customers of the city of Nijmegen are from Germany. Most of the German people are from Kleve and the surroundings of Kleve. The reason of their visit is, according to Mrs. Nieskens:

''They come to Nijmegen for a day-trip, a combination of horeca, the city, and shopping. The German visitor of the city of Nijmegen has other motivations than the German visitor of a Factory Outlet Centre. In Nijmegen they find an inner city, approximately 100.000 m2, attractive horeca. Whilst an Outlet Centre has more targeted motivations'' (7. 13, R: 193-205).

Visit Arnhem Nijmegen states that German customers are important for the region, definitely for Arnhem and Nijmegen. German visitors are interested in the history of these cities (Arnhem: Second World war, Nijmegen: Roman time). The things Nijmegen has to offer attracts German Customers. ''*Even though it is only a half hour drive for people from Kleve, it feels like a day trip*'' (6. 14, R: 135-139). In Nijmegen they speak another language, there is another culture (6. 15, R: 151). Mr. Binn from Mediamixx confirms this as he states that *''If someone wants to have a nice day, shop, and maybe do something else they will go to Nijmegen''* (2.11, R: 127). Other reasons for German to visit Nijmegen is because it is the first big city one can reach from Kleve. It is only a one hour drive, while the first big German city is a 45-minutes' drive. Nijmegen is an old city, but there are many retail locations and many stores compared to Kleve.

Now the results of the interviews of the interviews regarding to Fashion Outlet Zevenaar and the city of Nijmegen have been given, the focus will be on the results regarding the synergy and displacement effects between Fashion Outlet Zevenaar and the retail sector of the city of Nijmegen will be given.

5.2.3 Results regarding Synergy & Displacement Effects between Fashion Outlet Zevenaar and the retail sector of the City of Nijmegen

The developers of Fashion Outlet Zevenaar, Stable International, state that there is competition between inner cities and an Outlet Centre. But they add to that that there is more competition for a 'day out' locations, ''*like the Efteling, IKEA, ZOOs and amusement parks''* (1. 2, R: 62-64). The effect on other cities is not that big according to Stable International, but still ''*developing an Outlet is in the ''nuclear power plants'' category, in terms of sensitivity in terms of emotion and in terms of resistance, while it is all gut feeling''* (1. 21, R: 348-350). They substantiate this statement with some numbers:

''you're talking about 2.5 million visitors a year. Every visitor visits an Outlet on average 2.5 times a year. Then you have 1 million people with unique visitors and those 1 million people are mostly families consisting of 2.5. So, 400,000 unique families and if you look at that we have 30,000 million living in the 90-minute radius. Is it logical that the influence is not very large on other cities'' (1. 19, 336).

In contrast to Stable International, the interviewees that work at the city of Nijmegen or represent entrepreneurs from the city of Nijmegen, are less positive towards the coming of Fashion Outlet Zevenaar.

Mr. Jeene sees the coming of Fashion Outlet Zevenaar as a real threat for the city of Nijmegen ''*and an absolutely negative development for Nijmegen''* (5. 4, R: 5) (...) *''people has to be frugal and protective about the inner cities and Factory Outlet Centres are a big threat''* (5. 2, R: 5).

Mrs. Nieskens concludes that we *''definitely will find out that the coming of Fashion Outlet Zevenaar have effects on the inner city of Nijmegen''* (7. 12, R: 181). The coming of Fashion Outlet Zevenaar is a bonus for the region, as it is another location for visits and shopping. But, ''*looking through the eyes of an entrepreneur out of the inner city, it is a competition'' (7. 11, R: 169-173).*

Both Mrs. Nieskens and Mr. Jeene does not believe in ''afvloeiing'' from visitors of Fashion Outlet Zevenaar to the city of Nijmegen, but beliefs that there will be run-off (''afvloeiing'') from the city of Nijmegen to Fashion Outlet Zevenaar. Mr. Jeene states that ''*That people will visit Nijmegen after visiting an outlet centre is complete nonsense''* (5.8, R: 17).

The closer a city is to an outlet centre, the greater the impact will be. Mr. Mulder mentioned that the impact on the city of Nijmegen will not be that bad. He states that:

''Initially at the opening, there will be some effects on the retail sector, because people are curious and intrigued, so there are people that choose to spent time at Fashion Outlet Zevenaar and not in the inner city. But this effect will level off'' (3.16, R: 165-169).

According to Mr. Mulder, the coming of Fashion Outlet Zevenaar is an unattractive development for the Dutch retail sector in general, as it is a creation of something 'new' while the 'old' will be pushed into more problems. The consumer is sensitive to outlet centres on the one hand, and cares about the inner cities on the other hand, but will still visit outlet centres.

Visit Arnhem Nijmegen thinks that there will not be competition, as it is relatively far from Zevenaar.

''*Nijmegen is an old city with young vibes, if they continue to promote and position that, they will attract a broad target group. Who can also go to the Outlet, but will continue to go to Nijmegen. They will reinforce each other, for people who stay longer in the region. Not for day trips, because the distance it too great for that to compete with each other. If Nijmegen continues to promote itself in the same way as they are doing now, an Outlet Centre in the region, which has a geographical distance*

between them, is not a threat and rather an addition to the offer for people who stay in the region for longer. It is a reason to travel'' (6.7, R: 79-83).

People from Nijmegen will visit Fashion Outlet Zevenaar as a planned, incidental visit. It has so many differences with the inner city, so it is an enrichment and not a competition. Mr. van Es states that it will not be seen in percentages of visitors of the city of Nijmegen, if the outlet centre opens. Mr. Binn also sees the coming of Fashion Outlet Zevenaar as a bonus for the region, not a threat. *''The possibility of combining the visit of Fashion Outlet Zevenaar and for instance Nijmegen* (2. 17, R: 202-204)*,* (...) *Burgers Zoo or Apenheul is genuine''* (2. 18, R: 210).

Mr. Binn sees the coming of Fashion Outlet Zevenaar as a competition for the city of Nijmegen, but not as a threat. ''*If someone only wants to shop, they will maybe go to Zevenaar''* (2. 11, R: 127).

Stable International sees the situation that the inner cities and Outlet Centre are becoming more similar can be a danger for inner cities. ''*They have increasingly mono-brand stores and less and less multi-brand stores*'' (1. 8, R: 261).

Mr. Jeene brings up that every euro spent in the Outlet Centre will not be spent in the inner cities (5. 7, R: 5). Stable International sees this statement as a clincher. As they state the following;

''You always get the clincher, the euro spent in the Outlet is not spent at the inner city me. that also goes for the zoos, if people spend a hundred euros in the zoo, they won't spend it with you either. An Outlet is really characterised by days out people, so an Outlet does not compete with the city centre. If a customer from a city wants to buy chocolate or clothes, they will go to the city centre. But if they will go out for a whole day, then they can choose to go shopping in an Outlet Centre.''

As stated above former alderman Mr. Jeene concludes that he thinks that people will visit Nijmegen after visiting Fashion Outlet Zevenaar is nonsense (5. 8, R: 17). Mr van Es and Stable International think that people will visit other cities, such as Nijmegen, after visiting Fashion Outlet Zevenaar:

Looking at the figures, how many people from Germany come here for a visit, for example, or from far away, there are a lot of them and they can just take the Outlet in a combination visit, that they come shopping first and then some will visit the region (1.22. R: 375-378).

Examples of this synergy creation are that there probably, according to Mr. Van Es, *"will come some arrangements. For instance, when you buy a parking ticket at Fashion Outlet Zevenaar, one can use the same ticket to park at Valkhof Museum or Burgers' ZOO"* (6. 16, R: 159). A tourist will not spend their whole holiday in one city, or in an Outlet Centre, so according to Mr. van Es, different destinations have to reinforce each other. ''*When you work together as a region and look at the total regional offer, you can use each other's strengths to get more visitors''* (6. 5, R: 67). Mr. van Es brings up that Visit Arnhem Nijmegen will place Tourist Information Points (TIP) at Fashion Outlet Zevenaar (6.1, R: 39). ''*At this TIP, visitors can get information about the region. Stable International wants to get a regional function''* (6. 2, R: 43). Customers can get information and perhaps will visit other places the region. People can grab folders from a TIP, but also chat with people from the local tourist office (*'VVV'*) (6.4, R: 51). Visit Arnhem Nijmegen attracts visitors to the region by promoting Arnhem and Nijmegen. Ideally, the visitors will also visit the other places in the region. So it would be nice if Nijmegen also advertise for Fashion Outlet Zevenaar (6. 6, R: 75).

Stable International conclude that Nijmegen will get extra visitors through the opening of the Outlet Centre. Mr. Mulder thinks that there will probably come some run-off ('*afvloeiing'*) to catering-experiences. ''*People are willing to visit the 'authentic' world after visiting the 'fake' world. People are*

willing to visit the 'cosy' inner cities'' (3. 12, R: 136). From the perspective of German visitors, they will maybe visit Fashion Outlet Zevenaar once or twice, but that will not cause them to visit Nijmegen less (2.12, R: 139). The reaction on the fact that the developers of Fashion Outlet Zevenaar pretends that there will be run-off ('*afvloeiing')* to cities as Arnhem and Nijmegen is as following: Huis voor de Binnenstad Nijmegen does not think that Factory Outlet Centres plays a role in the consideration to plan a weekend trip. ''*But rather a day visit by car, so not logically to combine those to activities''*(3. 13, R: 144). If you are at the Outlet Centre by car, one has to make the trip by car to the city of Nijmegen where they will face struggles with parking, so it will be a barrier (3.14, R: 148). Mr. Binn sees the coming of Fashion Outlet Zevenaar as a bonus for the region, not a threat. The possibility of combining the visit of Fashion Outlet Zevenaar and for instance Nijmegen (2. 17, R: 202-204), Burgers' Zoo or Apenheul is genuine (2. 18, R: 210).

On the question of other cities can get benefits from the coming of Fashion Outlet Zevenaar, Mr. Mulder answered with: ''*the developers always say that the coming of a Factory Outlet Centre will contribute to more employment places. One can say that this is true for the Outlet Centre itself, but at the end of the day, the employment will be declined in the inner cities''* (3. 12, R: 136). Mr. Jeene agrees with this, as he states *''that the arguments of a growing employment rate are unrealistic and extremely weak, as the people in the cities lose their jobs''* (5. 5, R: 5).

6 Analysis

In the previous chapter, the results gained from the online questionnaire and the interviews have been displayed in a descriptive way. In this chapter, an analysis of the results in combination with the conceptual framework are provided.

First, the focus will be on Fashion Outlet Zevenaar, their potential visitors (both from Germany and the city of Nijmegen) and the behaviour and satisfaction of potential visitors. Second, the focus will be on the retail sector of the city of Nijmegen, looking at the current state of the retail sector of the city of Nijmegen and what factors affect this sector. Third, the focus will be on the synergy and displacement effects between Fashion Outlet Zevenaar and the retail sector of the city of Nijmegen, and how these effects affect the relation between Fashion Outlet Zevenaar and the retail sector of the city of Nijmegen.

6.1 Potential visitors of Fashion Outlet Zevenaar

Literature research shows that both German and Dutch visitors will visit Fashion Outlet Zevenaar in the future, as the catchment area of a Factory Outlet Centre is relatively large and crosses the border. In general, people are willing to travel further distances to visit a factory outlet centre. According to Stable International, there is a wide variety of customers visiting a Factory Outlet Centre and the age group 55+ is underrepresented. The data obtained from the online questionnaire (see chapter 5.1) substantiates this, as it shows that the appeal and the planned frequency of visiting Fashion Outlet Zevenaar is of the people older than 55 is low. Also, the planned frequency of visiting Fashion Outlet Zevenaar is lower by older people.

The interviews with representatives from the city of Nijmegen and the project developers of Fashion Outlet Zevenaar showed that the potential visitors of Fashion Outlet Zevenaar will highly likely not visit the outlet centre weekly. More likely, they will visit the outlet centre a few times per year. The customers of an inner city are another type of customer. According to one of the respondents, probably about 80-90% of the visitors of Fashion Outlet Zevenaar will not come from the city of Nijmegen, but will be a new target group instead. Stable International, which is also the project developer and manager of other outlet centres in the Netherlands, states that 70% of the people visiting an Outlet Centre come from more than half an hour's drive, 30% even more than an hour. In all probability, this will also be at Fashion Outlet Zevenaar. This research is unable to give firm numbers/percentages, but it is likely that the statements of the respondents regarding to visitors will apply in the case of Fashion Outlet Zevenaar.

Almost all interviewees bring up that the coming of a Fashion Outlet Centre is a competition for 'day-trip'-locations like the Efteling or Burgers' Zoo, because people visiting an Outlet Centre are people that like a daytrip. 30% of the respondents indicates that the 'day-trip'-feeling is a motivation to visit Fashion Outlet Zevenaar. According to Huis voor de Binnenstad Nijmegen, people that are going to visit Fashion Outlet Zevenaar, already decided to visit an outlet centre in the past. And with the coming of Fashion Outlet Zevenaar made the decision to visit that outlet centre, instead of another Outlet Centre, for instance because it is closer to home. So there will be competition for existing Centres. People will visit the Outlet Centre shortly after the opening, because it is new. Or as one of the respondents of the online questionnaire indicated that he was planning to visit the outlet centre 'to check it out once' (''*om het eens te bekijken''*).

6.1.1 Customer behaviour & Satisfaction in Factory Outlet Centres

Inner cities thrive on recreational shopping and originally outlet centres on targeted shopping. *'' In Outlet Centres it is functional shopping and eating, in the city centre of Nijmegen one visits a restaurant for the cosiness and experience''* (Interview Huis voor de Binnenstad, 2021). However, according to Stable International, Outlet Centres and inner cities are becoming more similar. As outlet centres add more leisure and entertainment and Inner cities more mono-brand stores.

Although a Factory Outlet Centre revolves around the sale of goods, the profile is also that of a leisure facility, partly due to supporting catering. As visualised in the conceptual model (Chapter 2.5) this research focuses on three kinds of factors that influence customer behaviour and satisfaction in outlet centres. The first is about the nature of stores that can be found in an outlet centre, the second is about the entertainment at an outlet centre and the third is about the technological innovations at an outlet centre.

According to Mr. van Es from Visit Arnhem Nijmegen, some of the visitors will only drive to the outlet centre to fill their bags with ''cheap stuff''. Around 90 per cent of the total supply are fashion and luxury goods, most of that are surplus stocks and cheaper than in other retail-locations. In terms of entertainment, Fashion Outlet Zevenaar will contain several restaurants and playgrounds. Stable International tries to add more entertainment locations in the outlet centre, but for now this is forbidden by the zoning plan. Technological innovations are an essential part of outlet centres, as it is important to generate an interactive retail experience when enhancing customers satisfaction. At Fashion Outlet Zevenaar, besides the free-WIFI and charging points, apps will be developed to create interactivity with customers and give the customers the possibility to collect points via loyalty programs. Also due to technological innovations, customers can indicate via an app which store they want to visit and then the app will show routes and tips.

When asked in the online questionnaire whether one of the three factors is a motivation for visiting Fashion Outlet Zevenaar in the future, 43 out of 110 respondents indicates that the nature of stores is a motivation to visit Fashion Outlet Zevenaar. 10 out of 110 respondents indicates that the presence of entertainment is a motivation to visit Fashion Outlet Zevenaar. 4 out of 110 respondents indicates that the presence of technological innovations is a motivation to visit Fashion Outlet Zevenaar.

The factors that influence customer behaviour and satisfaction in outlet centres will be present in Fashion Outlet Zevenaar. However, only 9% of the respondents see the presence of entertainment as a motivation and only 4% of the respondents see the presence of technological innovation as motivation. It can be concluded that the nature of stores is the main motivation to visit Fashion Outlet Zevenaar in the future. The other factor may not be a motivation, but it is still important for an Outlet Centre to include those factors.

Compared to an inner city, an outlet centre can be seen as a ''well-oiled machine'', this can attract potential customers, as it gives a day-out/day-trip feeling. For instance, when a customer arrives the gates will open automatically and the parking lot is clean. Safety is guaranteed, as there are security services and security officers. There are also security services, security officers. There is also music there and shops are open at the same time. Mr. van Es from visit Arnhem Nijmegen endorses this, as he states that all people can park their car without difficulties and from the parking lot visitors are being informed via an app. Customers can indicate which store they want to visit and a route will be given. Outlet centres are more developed in those situations. These kinds of developments are a wish for inner cities, but the process takes longer. Outlet centres works with commercial companies, while the inner city has a city management which is subsidised by a municipality.

That day-out/day-trip feeling at an Outlet Centre is important, is also reflected by the results of the online questionnaire. 33 out of 110 respondents indicate 'recreational day-out' as motivation to visit Fashion Outlet Zevenaar. When the 49 respondents that indicate that they see no reason to visit Fashion Outlet Zevenaar are removed, 54% of the potential visitors see the day-out/day-trip feeling as motivation to visit Fashion Outlet Zevenaar in the Future.

6.1.2 Cross-border shopping – Factory Outlet Centre

To study cross-border shopping, in this thesis the distinction between economic, socio-cultural and administrative factors that drive cross-border shopping is made. Economic factors refer to price differences, quality and supply of the goods available through cross-border shopping. Socio-cultural factors refer to the (un-)attractiveness of the foreign culture across borders and the nature of foods and services provided there. Administrative factors relate to border-crossing requirements, practices and costs.

From the expert interview with Stable International it appears that German customers often cross the border in larger numbers. Huis voor de Binnenstad Nijmegen confirms this, as they conclude that German people are sensitive for Factory Outlet Centres. The reasons for German people to visit an outlet centre are ''*in particular the prices*'' and ''*there are good, expensive brands for low prices*'' (Interview Mediamixx, 2022). Not only the prices at an Outlet Centre is an important reason for a visit, also the design of the building. Another reason to cross the border for a visit, is because it feels as a short holiday: *''When shopping in the Netherlands as a German, it really feels like being in another country. Probably buy some typical food, ice cream cone, fries. They also speak another language, so it feels like you are in another country''* (Interview Mediamixx, 2022)

German customers are willing to drive further and will buy more than a Dutch customer, because they have to drive further. Although there are not so many outlet centres in Germany, German people are known with the concept of outlet shopping and already crosses the border to the Netherlands because *''they love the area, they visit the area, the people speak German to them''* (Interview Stable International, 2021).

6.2 Retail Sector city of Nijmegen

In this part of the focus will be on the retail sector of the city of Nijmegen, looking at the current state of the retail sector of the city of Nijmegen and what factors affect this sector.

The inner city of Nijmegen is the most important shopping area in the Nijmegen-region and has attractiveness to many visitors. The offer of shops and catering services on the one hand consists of leading industry and branch companies. On the other hand, retail with a unique and young vibe. The average rating of appreciation of the inner city is 7,6 out of 10 and the amenity value was rated as 'good'. The threats for the inner city of Nijmegen are the consequences of the global COVID-19 crisis, the increase in online shopping, too much focus on one particular form of retail and too much focus on the transition from 'place to buy' towards 'place to be/meet' (Smeets, 2021).

The retail sector of the city of Nijmegen can be described as a-typical. Nijmegen has a low vacancy-rate, barely a surplus of shops ('overbewinkeling') and the inner city is not enormously expanded, as it is surrounded by wide streets ('De Singels') and the Waal. The development of the Waalsprong made the centre of the city more central. The authentic and historical story that Nijmegen can tell as a city is an important factor that drives people to visit the city. For instance, Nijmegen can show its history, how damaged it was in the Second World War. ''*Cities as Nijmegen have great possibilities to survive and lots of potential in the retail sector*'' (Interview former Alderman Mr. Jeene, 2021).

The inner city of Nijmegen really thrives on recreational shopping as ''*Visitors go to the city, then also go to the catering industry, there must be something to experience''* (Interview Mrs. Nieskens, 2021). The focus is on recreational shopping, on shoes and fashion. Online shopping poses a real threat to the inner city of Nijmegen, as shoes and fashion can also be bought online. This also came up in the SWOT-analysis. There are other threats, according to Former alderman Mr. Jeene (2021), ''*The coming of Fashion Outlet Zevenaar is a threat for the city of Nijmegen and is absolutely a negative development for Nijmegen''.*

All inner cities are in a transition from place to buy towards place to be/meet. It is all about experiences. To compete with other cities or retail locations as Fashion Outlet Zevenaar, Nijmegen focuses on positioning the city as an old city with young vibes. Catering industry, retail and culture and events are blurring and there must be a good balance between them. The focus must shift from only retail to a combination and ''*The focus must be on the culture that the inner city has to offer'' (*Interview Visit Arnhem Nijmegen, 2021). The combination between online and offline ('clicks and bricks') shopping and the coming of large stores to the inner city is a development, that attracts people. Compared to Factory Outlet Centres, the inner city of Nijmegen has the capability to offer relatively small stores, which are often local oriented. *''The 'couleur locale' becomes more important, so the relatively small local players, who have little competition with outlet centres''* (Interview Huis voor de Binnenstad, 2021). Some see developments as the coming Fashion Outlet Zevenaar are a bad for the city of Nijmegen, others see it as a positive development for the city of Nijmegen.

6.2.1 Cross-border shopping and the retail sector of the city of Nijmegen

German people are familiar with visiting Nijmegen and are important visitors for the region. It is expected that the coming of Fashion Outlet Zevenaar will not influence their decision to visit the inner city of Nijmegen. If a German customer only wants to shop, they will maybe go to Zevenaar. German visitors like the inner city of Nijmegen, as it is an old city with many retail locations. Visiting Nijmegen feels like a short holiday for German people, as there is a different in culture. Around 3% of the customers of the city of Nijmegen are from Germany. The German visitor of the city of Nijmegen has other motivations than the German visitor of a Factory Outlet Centre. They come to Nijmegen for a day-trip, a combination between catering industry, the city and shopping.

6.3 Synergy and displacement effects

The coming of Fashion Outlet Zevenaar can cause various effects, both positive and negative. Positive effects take place when there is synergy and interplay with city centres and a Factory Outlet Centre. The degree of combined visits (with leisure) is strongly determined by the location and is limited at many of the current Factory Outlet Centres. Tourists present in the area do visit a Factory Outlet Centre relatively frequently. On the one hand, more visitors can increase combined visits. For instance, one will first visit a Factory Outlet Centre and then a city centre. On the other hand, the visit of a Factory Outlet Centre can be so attractive (a longer stay) that the need for combining is reduced. Contrary to the synergy effects stands the displacement effects. Displacement effects can occur simultaneously with synergy effects and occur in different places. Its size depends on various factors. One interesting topic is whether there will be competition between the two kinds of centres. If this situation occurs, this has a negative impact on the economic strength of the city centre and the attractiveness of the city. There even can occur a situation of ''cannibalism''. It is important to look at the function of an outlet centre, compared to the city centre. The city centre is not only a place to go shopping, but has also other functions (as stated above in section 6.2). The coming of Fashion Outlet Zevenaar will generate jobs in the retail sector, but there is a chance that it takes jobs away in city centres. It is

impossible to state that the coming of Fashion Outlet Zevenaar will cause job losses in city centres, but it is more likely that this will be the case in cities closer to the outlet centre than in the city of Nijmegen.

According to the experts, there will be competition between Fashion Outlet Zevenaar and the retail sector of the inner city of Nijmegen, but it will not be a threat. The closer a city is to an outlet centre, the greater the competition and impact will be. The city of Nijmegen is relatively far from Fashion Outlet Zevenaar. The questionnaire shows that 16% of the respondents indicate that he or she is going to visit Fashion Outlet Zevenaar more than once a year. According to Visit Arnhem Nijmegen, Nijmegen is an ''old city with young vibes'', if they continue to promote and position that, they will attract a broad target group. Who can also go to the outlet, but will continue to come to Nijmegen. The retail sector of Nijmegen cannot be seen apart from other sectors in the city of Nijmegen. For instance, leisure, culture and the catering industry. For residents of the city of Nijmegen the coming of Fashion Outlet Zevenaar is a bonus, and it is highly likely that residents of the city of Nijmegen will visit Fashion Outlet Zevenaar. People from Nijmegen will visit Fashion Outlet Zevenaar as a planned, incidental visit. It is plausible, as Huis voor de Binnenstad Nijmegen stated, especially at the opening of Fashion Outlet Zevenaar because people are curious and intrigued. But this effect will level off.

For people nearby, visiting Fashion Outlet Zevenaar is more often a day-trip. For people who come from further away, Fashion Outlet Zevenaar can be a part of a combination visit. For instance, they will first visit Fashion Outlet Zevenaar and then visit the region. Also, there is a possibility that German people will combine their visit to Fashion Outlet Zevenaar with other locations in the region.

Furthermore, Visit Arnhem Nijmegen is assembling an information centre that gives information about the region. If a tourist visits the region, they will not stay the whole trip in one city or at an outlet centre. In this case, Fashion Outlet Zevenaar is not a threat and rather an addition to the offer for people who stay in the region for longer. Stable International is open to create a synergy with the city centre. When actors in the region work together, the different destinations can reinforce each other. Looking at the total regional offer, you can use each other's strengths to get more visitors.

7 Conclusions, Discussion and Recommendations

This final chapter will start with the conclusions of this research. The first paragraphs contain the answers to the sub questions, followed by the answer to the main research question. After that, some recommendations for further scientific research will be elaborated. In the end, the chapter will conclude with a reflection on the process of this research.

7.1 Conclusions

The first sub question *''Who are the people visiting a Factory Outlet Centre, what is their behaviour and how are they satisfied?''* is mainly focused on customer behaviour and satisfaction. According to experts, 70% of the people visiting an outlet centre come from more than half an hour's drive, 30% even more than an hour. People older than 55 years old are unlikely to visit a Factory Outlet Centre, compared to people younger than 55 years old. Logically, the planned frequency of visiting a Factory Outlet Centre is also lower as the age increases. Most of the people that like visiting an outlet centre are people that like a daytrip to, for instance, a zoo or theme park as well. According to the questionnaire, more than half of the people that are willing to visit a Factory Outlet Centre, see enjoying a day out as motivation for the visit.

From the expert interviews it appears that visitors of an inner city are another type of visitor of a Factory Outlet Centre and most of the people that will visit Fashion Outlet Zevenaar, already decided to visit a Factory Outlet Centre in the past. So, the coming of a new Factory Outlet Centre will cause competition for existing Factory Outlet Centres (e.g. Designer Outlet Roermond). People are curious and intrigued when something new occurs, so initially at the opening there will be people that are going to visit a new Outlet Centre, but this effect will level off.

Unlike inner cities, which customers visit for recreational shopping, at a Factory Outlet Centre customers go originally targeted or functional shopping. Outlet centres add more leisure and entertainment and inner cities add more mono-brand stores. Although the Factory Outlet Centres and city centres are becoming more similar, the distinction remains. Outlet centres still are shopping centres where people go for just the shopping and a city still stays a place for a combination visit between different activities.

Customers are satisfied in Factory Outlet Centres if the nature of stores, entertainment and technological innovation requirements are met. In Factory Outlet Centres, around 90% of the total supply are fashion and luxury goods most of that are surplus stocks and cheaper than in other retail locations. The results of the questionnaire show that 70% of the people that are willing to visit a Factory Outlet Centre see the nature of stores as motivation for their visit. In addition to the goods, Factory Outlet Centres must add some entertainment and technological innovations to generate interactive retail experiences and satisfy customers. The presence of entertainment and technological innovations cannot be seen as the main motivations for customers to visit a Factory Outlet Centre, as respectively only 16% and 7% of the customers who are willing to visit a Factory Outlet Centre indicate that as a motivation.

It can be concluded that the 'enjoying a day out' and the nature of stores are motivations to visit a Factory Outlet Centre in the future. Although the presence of entertainment and technological does not count as motivation, it is still important to add in Factory Outlet Centres.

The second sub question *'To what extent does cross-border shopping relate to a Factory Outlet Centre in the border region, and how does this impact the retail sector of more distant cities?''* is focused on cross-border shopping towards Factory Outlet. In this research, the focus related to cross-border shopping was on potential German customers that cross the border with the Netherlands to shop at

Fashion Outlet Nijmegen or to visit the city of Nijmegen. In this research the distinction between economic, socio-cultural and administrative factors in relation to cross-border shopping is made.

German people are sensitive to Factory Outlet Centres in general and often cross the border in large numbers. German people are familiar with outlet shopping and are willing to drive further to visit a Factory Outlet Centre. The main reason for German people to visit an outlet centre are the prices, as there are often good, expensive brands for relatively low prices.

Another reason for German people to shop in the Netherlands (both a Factory Outlet Centre and the traditional inner cities) is that it feels like a short holiday. One can buy some typical Dutch food and people speak another language.

German people are familiar with visiting Nijmegen and important for the region, around 3% of the customers of the city of Nijmegen are from Germany. It can be concluded that the German visitor of Nijmegen has other motivations than the German visitor of a Factory Outlet Centre. Visitors of an inner city want a combination between the catering industry ('horeca'), culture, the city and shopping.

The third sub question *''What is the current state of the retail sector of more distant cities and what factors affect this retail sector?''* focuses on the retail sectors of cities in the Netherlands, how they are currently functioning and what factors affect this sector. To answer this question, this research focused on the retail sector of the city of Nijmegen. The inner city of Nijmegen can be described as the most important shopping area in the Nijmegen-region. The retail sector in the city of Nijmegen can be described as a healthy and an a-typical sector; '*Cities like Nijmegen have great possibilities to survive and lots of potential in the retail sector''* (Interview former Alderman Mr. Jeene, 2021). Nijmegen has, compared to other similar cities a low vacancy-rate, barely a surplus of shops and the inner city is not enormously expanded. The retail sector of the city of Nijmegen really thrives on recreational shopping. The visitors go to the city to shop, but also want to visit the catering industry and there must be something to experience. The focus is on recreational shopping, on shoes and on fashion. Shoes and fashion can also be bought online, so online shopping poses a real threat to the inner city of Nijmegen. On the other hand, the combination between online and offline ('clicks and bricks') shopping and the coming of large stores to the inner city is a development, that attracts people.

Nijmegen and all other inner cities are in a transition from place to buy to place to be/meet. The focus shifts from only retail to a combination between the catering industry, retail and culture, as experience becomes more important. The authentic and historical story that Nijmegen has to tell as a city is an important factor that drives people to visit the city. The relatively small, local player ('*Couleur locale'*), becomes more important, as people decide to go to the city for the experience. This type of stores can be found in Factory Outlet Centres to a lesser extent than in inner cities.

To answer the last sub-question - *'What are the effects of the coming of a Factory Outlet Centre on the buying behaviour of residents of more distant cities?*'' this research focuses on the residents of the city of Nijmegen and to what extent they will visit Fashion Outlet Zevenaar in the future. The sample was relatively small to be fully representative for the entire population, so it is hard to draw concrete conclusions. However, this research gives a good picture on the situation and the data that was obtained via the questionnaire is substantiated by the data gained via the interviews.

A large majority of the residents of the city of Nijmegen will visit Fashion Outlet Zevenaar less than once a year and even 30% indicate that they are never going to visit Fashion Outlet Zevenaar. So, it can be concluded that if residents of Nijmegen visit Fashion Outlet Zevenaar, it will mostly be a planned and incidental visit. People are curious and intrigued, so at the opening people from Nijmegen might visit Fashion Outlet Zevenaar, but this effect will level off.

Now the answers to each sub-question have been given, it is possible to answer the main research question *''How does the coming of a Factory Outlet Centre in a border region affect the retail sector of more distant cities?''*

Some parts of this research are based on expectations as Fashion Outlet Zevenaar is not open yet. It is difficult to really generalise this conclusion, as the effects of the coming of a Factory Outlet Centre on the retail sector of more distant cities will only become clear once the Factory Outlet Centre is opened.

The coming of a Factory Outlet Centre can cause different reactions, some people and some authorities are in favour of the coming of a Factory Outlet Centre and others are against it. The reactions of people who are against the coming of a Factory Outlet Centre are often related to the negative effects on the retail sectors of surrounding cities. Based on the questionnaire and interviews, this research concludes that is expected that the coming of a Factory Outlet Centre in a border region does not affect the retail sector of more distant cities in a negative way.

In all probability, there will be competition between the Factory Outlet Centre and the retail sector of more distant cities, but it will not be a threat. The competition will occur because both the retail sector of more distant cities and the Factory Outlet Centre will offer retail (in the form of shoes and fashion) and some kind of entertainment (in the form of catering and leisure). There will be some visitors that will visit a Factory Outlet Centre instead of the inner city, so they will spend their money in the competing location. However, Factory Outlet Centres seem more a competition for other day-trip locations (e.g. a zoo or theme-park) than for inner cities. Although Factory Outlet Centres increasingly offer entertainment and inner cities increasingly offer mono-brand stores, the distinction between the two retail locations remains. In the inner cities, customers still go recreational shopping. In Factory Outlet Centres, customers go more targeted/functional shopping.

German visitors are sensitive to and familiar with Factory Outlet Centres and are willing to drive relatively long distances to cross the border to shop in the Netherlands. Motivations are the relatively low prices and the holiday-feeling when being in another country. The presence of another culture places a role in the decision to cross the border. The coming of a Factory Outlet Centre does not have impact on the retail sectors of other cities in the Netherlands as a German customer that crosses the border has other motivations when visiting a Factory Outlet Centre than when visiting an inner city. The coming of a Factory Outlet Centre will not influence their decision to visit inner cities. If a German customer only wants to shop, they will maybe go to a Factory Outlet Centre, an inner city has to offer more.

Furthermore, this research concludes that the coming of a Factory Outlet Centre in a border region can affect the retail sector of more distant cities, but often in a positive way. This situation can occur when synergy between the Factory Outlet Centres and the cities occurs. If cities continue to focus on experience, culture and their history (e.g. Nijmegen with the focus as an 'old city with young vibes') they will attract a broad target group. If visitors are willing to stay in the region for a longer time, they will visit different locations. A Factory Outlet Centre then can be part of a combination visit and an addition to the offer for people who stay in the region for longer, a reason to travel. When actors in the region work together, the different destinations can reinforce each other. Looking at the total regional offer, actors can use each other's strengths to get more visitors.

7.2 Discussion & reflection

This chapter consists of a discussion and reflection of this research. First, the content and relevance will be discussed, followed by a discussion of the methods.

One of this research aims was to gain information and insights on the possible effects of the coming of a Factory Outlet Centre, with a special focus on more distant cities. As this research studies the possible effects, it is hard to draw strong conclusions. Yet, this research offers new insights, data and conclusions concerning the studied topics. The conclusions can give answers, but it is still a part of a story. One of the conclusions that can be drawn up, is that for more distant cities, the coming of a Factory Outlet Centre is not a real threat. This thesis has tried to study the possible effects of the coming of a Factory Outlet Centre and look beyond the fears of some actors.

Because the results and conclusions concerning the research cases (Fashion Outlet Zevenaar and the retail sector of the city of Nijmegen) are quite specific, it is difficult to say that this research is generalizable for all the more distant cities and all the Factory Outlet Centres. To be certain about this and manage current uncertainties, it is important to continue doing research. In section 7.3 recommendations for further research will be given.

Having multiple sources of information and data collection made it possible to draw more reliable conclusions and to understand the bigger picture. However, for this thesis only one or two respondents per organization or research area have been interviewed. For instance, in the concept of cross-border shopping German respondents are important. They are the people that decide to cross the border to another country. In this thesis, the concept of cross-border shopping was based on expert opinion and not on the people that really has to cross the border for their shopping.

7.3 Recommendations for further research

This research focussed on the situation of the coming of a Factory Outlet Centre. Due to time and practical constraints the focus was only on Fashion Outlet Zevenaar and the retail sector of the city of Nijmegen. It was impossible to study and conclude on other (both domestic and non-domestic) cases. To create better understanding and conclusions that can be compared and generalised, further research must focus on other cases.

The concept of cross-border shopping is an interesting topic to study. Cross-border shopping in relation to Factory Outlet Centres is studied in this research, but in an underexposed way. Further research can focus on this topic in a more extensive way. In further research, German respondents should be included in a questionnaire. Having an extra reliable source of information, in the form of extra respondents, would have made the conclusions stronger. The same applies to the respondents of the questionnaire.

Following the conclusion and results of this research, it is recommended for urban planners and municipal authorities to continue to study and focus on the experience, culture and their history to attract a broad target group. With the attraction of a broad target group, the chance that visitors will combine different locations in the region during their trip increases. If visitors are willing to stay in the region for a longer time, they will visit different locations. Looking at the total regional offer, actors can use each other's strengths to get more visitors. This thesis focused on the case of 'the coming' of Factory Outlet Zevenaar and the impact on the retail sector of the city of Nijmegen. All the conclusions are expectations, so it would be interesting for further research to study the topic again when Fashion Outlet Zevenaar is opened. Then, the expectations can be compared with the actual situation.

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Appendix I Interview guides

Interviewguide|Stable International | 06/12/2021 | Fysiek op kantoor Stable International te Doesburg |

Onderwerpen die moeten terugkomen	Mogelijke vragen
Korte introductie interview, dank deelname	Dank voor deelname en tijd aan mijn onderzoek. Ik wil dit Semi gestructureerde interview (uitleggen wat dit inhoudt) graag opnemen, zodat het gemakkelijker is om het uit te werken. Stemt u hier mee in? Mocht u op een later moment toch liever hebben dat (onderdelen van) het interview worden vernietigd of niet in het onderzoek mee worden genomen, is dit mogelijk.
Aanzetten geluidsopname	
Introductie Interviewer	Mijn naam is Mauro Smeets en ik volg de master Human Geography / Sociale geografie in Economic Geography aan de Radboud Universiteit. Afgelopen 1 december is mijn stage bij de gemeente Nijmegen afgelopen, voor de gemeente heb ik onderzoek gedaan naar de detailhandelssector binnen de gemeente. Mijn masterscriptie schrijf ik de komst van Fashion Outlet Zevenaar en de gevolgen voor de retailsector van de binnenstad van Nijmegen. Dit wil ik enerzijds doen door onderzoek te doen naar het Outlet Centre, hoe deze wordt opgezet, hoe het Centre zich gaat richten op klanten en wat voor dingen Fashion Outlet Zevenaar gaat inzetten om klanten te trekken, Concepten als Customer behaviour en Customer Satisfaction komen dan ook terug in mijn onderzoek. Gezien de locatie waar het centrum gaat openen, dicht bij de grens Nederland-Duitsland, wil ik ook graag het concept cross-border shopping / grensoverschrijdend winkelen in mijn onderzoek betrekken.
Introductie Respondent	Wat is uw naam en functie?
Introductie Stable International	Wat is Stable international voor bedrijf en in welke sector werkzaam? Wat is de rol van Stable International bij de ontwikkeling van Fashion Outlet Zevenaar? En als het Centre staat? (op site staat namelijke: verhuur en management, wat houdt dit in?)
Totstandkoming Fashion Outlet Zevenaar	Kunt u mij uitleggen welke stappen allemaal zijn gezet tot de totstandkoming van Fashion Outlet Zevenaar? In welk stadia bevindt de

	ontwikkeling zich momenteel? Welke stappen moeten er nog gezet worden?
Vragen over customer behaviour & Satisfaction	Stable international heeft (in het verleden) ook een rol gespeeld bij de ontwikkeling van onder andere Batavia stad en Rosada Fashion Outlet, als u naar de klanten van centra kijkt, kunt u dan stellen dat Factory Outlet Centres één soort publiek trekt, of juist een breed scala? En hoe denkt u dat dit gaat zijn bij Zevenaar? Wat voor gedrag vertonen bezoekers bij de andere Outlet centra? En hoe denkt u dat dat gaat zijn bij Zevenaar?
Vragen Nature of stores and products Korting, High quality	Op de site stond een aantal van 85-100 winkelunits? Is het al bekend welke winkels units er komen? Zijn dit andere winkels dat de traditionele binnenstad te bieden heeft
Vragen entertainment	Wat zijn de plannen voor bijvoorbeeld restaurants? En zijn er plannen voor ander soort entertainment als speelplekken? En voor ouderen?
Vragen Technological innovation	Wordt er een bepaald soort technologische innovaties toegepast, naast gebruikelijke free wifi etc.? om zo te onderscheiden van traditionele retail? Meer interactiviteit creeren?
Samenwerking Regionaal Bureau Toerisme Veluwe Arnhem Nijmegen	Op de site staat dat door de samenwerking 'de Outlet op verschillende manieren onder de aandacht wordt gebracht bij een heel breed publiek, heeft u enig idee op wat voor manier?
Klanten uit Nijmegen	Heeft u enig beeld hoeveel klanten uit Nijmegen gaan komen naar Zevenaar?
Extra klanten voor de regio	Op de site staat dat de directe omgeving van Fashion Outlet Zevenaar zich prima leent voor een combinatiebezoek over meerdere dagen en dat men na het winkelen uitstekend kan overnachten in de regio? Hoe realistisch denkt u dat zo'n combinatiebezoek is?
Extra klanten voor Nijmegen	Denkt u dat de binnenstad gemeente Nijmegen extra klanten gaat krijgen door de komst van Fashion Outlet Zevenaar?
Vragen cross-border	Natuurlijk dicht bij Duitse grens? Hoe gaan jullie Duitse klanten trekken? Hebben jullie al beeld in welke Duitse klanten jullie gaan trekken? Wat zijn redenen voor Duitse klanten om de keuze te maken om de grens over te gaan om bij Fashion Outlet Zevenaar te shoppen? (goed bereikbaar, maar ook het soort producten
Economic factors cross-border	Heeft u beeld of er prijsverschillen zijn met Duitsland? En kwaliteit verschil

Socio-cultural factors cross-border	Zijn er veel sociaal-culturele verschillen tussen Nederland en Duitsland (denk hierbij aan gedrag, maar ook eten) en waarom zouden Duitsers de keuze maken om in Nederland te gaan winkelen? Hoe groot is dit cultuurverschil?
Mogelijke respondenten	Vragen naar of Stable international mogelijke Duitse respondenten of relevante databases kent die mij verder kunnen helpen met het onderzoek
Afsluiting interview	Danken voor tijd en deelname interview Benadrukken als de respondent op een later moment zich bedenkt over (onderdeel) van interview, dat dat dan te melden is via het mailadres: mauro.smeets@ru.nl

Interviewguide| Maarten Mulder | Huis voor de Binnenstad | 07/12/2021 14:00 via Teams|

Onderwerpen die moeten terugkomen	Mogelijke vragen
Korte introductie interview, dank deelname	Dank voor deelname en tijd aan mijn onderzoek. Ik wil dit Semi gestructureerde interview (uitleggen wat dit inhoudt) graag opnemen, zodat het gemakkelijker is om het uit te werken. Stemt u hier mee in? Mocht u op een later moment toch liever hebben dat (onderdelen van) het interview worden vernietigd of niet in het onderzoek mee worden genomen, is dit mogelijk.
Aanzetten geluidsopname	
Introductie Interviewer	Mijn naam is Mauro Smeets en ik volg de master Human Geography / Sociale geografie in Economic Geography aan de Radboud Universiteit. Afgelopen 1 december is mijn stage bij de gemeente Nijmegen afgelopen, voor de gemeente heb ik onderzoek gedaan naar de detailhandelssector binnen de gemeente. Mijn masterscriptie schrijf ik de komst van Fashion Outlet Zevenaar en de gevolgen voor de retailsector van de binnenstad van Nijmegen. Dit wil ik enerzijds doen door onderzoek te doen naar het Outlet Centre, hoe deze wordt opgezet, hoe het Centre zich gaat richten op klanten en wat voor tools Fashion Outlet Zevenaar gaat inzetten om klanten te trekken, Concepten als Customer behaviour en Customer Satisfaction komen dan ook terug in mijn onderzoek. Gezien de locatie waar het centrum gaat openen, dicht bij de grens Nederland-Duitsland, wil ik ook graag het concept cross-border shopping / grensoverschrijdend winkelen in mijn

	onderzoek betrekken. Om te kunnen onderzoeken wat de gevolgen van de komst van het Outlet Centre zijn voor de retailsector van de binnenstad van Nijmegen, is het van belang te onderzoeken hoe de binnenstad van Nijmegen er momenteel voorstaat en wat voor ontwikkelingen de retailsector van Nijmegen beïnvloeden/veranderen.
Introductie Respondent	Wat is uw naam en functie?
Introductie Huis voor de Binnenstad	Wat is Huis voor de binnenstad voor stichting en in welke sectoren opereert de stichting?
Introductie Fashion Outlet Centre	Bent u bekend met de komst van Fashion Outlet Zevenaar? zo ja: wat is uw eerste reactie hierop Zo nee, korte introductie geven.
Retail sector binnenstad Nijmegen	Hoe omschrijft u de retail sector van de binnenstad van Nijmegen? Wat zijn de factoren die invloed hebben op de retail sector?
Positief of negatief beeld	Heeft u een positief of negatief beeld over de komst van Fashion Outlet Zevenaar?
Concurrentie binnenstad Nijmegen en Factory Outlet Zevenaar (= economic impacts)	Ziet u de komst van Factory Outlet Zevenaar als een bedreiging voor de retailsector van de Binnenstad van Nijmegen, of juist als kansen kannibalisme
Social Impacts	Denkt u dat de retail sector van de binnenstad van Nijmegen minder belangrijk wordt in de regio?
Cross-border shopping	Hoe belangrijk zijn de Duitse klanten voor de retailsector van de binnenstad van Nijmegen? Denkt u dat de hoeveelheid Duitse klanten gaat afnemen door de komst van Fashion Outlet Zevenaar
Mogelijke respondenten	Kent u nog mogelijke respondenten die ik kan benaderen voor een interview omtrent dit onderwerp?
Afsluiting interview	Danken voor tijd en deelname interview Benadrukken als de respondent op een later moment zich bedenkt over (onderdeel) van interview, dat dat dan te melden is via het mailadres: mauro.smeets@ru.nl

Interviewguide| Bert Jeene | Voormalig Wethouder (2010-2014)| 08/12/2021 16:00 via Teams|

Onderwerpen die moeten terugkomen	Mogelijke vragen
Korte introductie interview, dank deelname	Dank voor deelname en tijd aan mijn onderzoek. Ik wil dit Semi gestructureerde interview (uitleggen wat dit inhoudt) graag opnemen, zodat het gemakkelijker is om het uit te werken. Stemt u hier mee in? Mocht u op een later moment toch liever hebben dat (onderdelen van) het interview worden vernietigd of niet in het onderzoek mee worden genomen, is dit mogelijk.
Aanzetten geluidsopname	
Introductie Interviewer	Mijn naam is Mauro Smeets en ik volg de master Human Geography / Sociale geografie in Economic Geography aan de Radboud Universiteit. (Eerst GPM gedaan) Afgelopen 1 december is mijn stage bij de gemeente Nijmegen afgelopen, voor de gemeente heb ik onderzoek gedaan naar de detailhandelssector binnen de gemeente. Mijn masterscriptie schrijf ik de komst van Fashion Outlet Zevenaar en de gevolgen voor de retailsector van de binnenstad van Nijmegen. Dit wil ik enerzijds doen door onderzoek te doen naar het Outlet Centre, hoe deze wordt opgezet, hoe het Centre zich gaat richten op klanten en wat voor tools Fashion Outlet Zevenaar gaat inzetten om klanten te trekken, Concepten als Customer behaviour en Customer Satisfaction komen dan ook terug in mijn onderzoek. Gezien de locatie waar het centrum gaat openen, dicht bij de grens Nederland-Duitsland, wil ik ook graag het concept cross-border shopping / grensoverschrijdend winkelen in mijn onderzoek betrekken. Om te kunnen onderzoeken wat de gevolgen van de komst van het Outlet Centre zijn voor de retailsector van de binnenstad van Nijmegen, is het van belang te onderzoeken hoe de binnenstad van Nijmegen er momenteel voorstaat en wat voor ontwikkelingen de retailsector van Nijmegen beïnvloeden/veranderen.
Introductie Respondent	Wat is uw naam en huidige functie?

Oud-wethouder Financiën, economie en toerisme gemeente Nijmegen (2010-2014)	Toen u wethouders was bij de gemeente Nijmegen, welke werkzaamheden heeft u toen verricht rond het onderwerp Fashion Outlet Zevenaar?
Introductie Fashion Outlet Centre	Bent u bekend met de komst van Fashion Outlet Zevenaar? zo ja: wat is uw eerste reactie hierop Zo nee, korte introductie geven.
Retail sector binnenstad Nijmegen	Hoe omschrijft u de retail sector van de binnenstad van Nijmegen? Wat zijn de factoren die invloed hebben op de retail sector?
Positief of negatief beeld	Heeft u een positief of negatief beeld over de komst van Fashion Outlet Zevenaar? En als u richt op gemeente Nijmegen?
Concurrentie binnenstad Nijmegen en Factory Outlet Zevenaar (= economic impacts)	Ziet u de komst van Fashion Outlet Zevenaar als een bedreiging voor de retailsector van de Binnenstad van Nijmegen, of juist als kansen kannibalisme?
Social Impacts	Denkt u dat de Retail sector van de binnenstad van Nijmegen daalt in aanzien wordt in de regio? Of juist stijgt
Cross-border shopping	Hoe belangrijk zijn de Duitse klanten voor de retailsector van de binnenstad van Nijmegen? Denkt u dat de hoeveelheid Duitse klanten gaat afnemen door de komst van Fashion Outlet Zevenaar
Mogelijke respondenten	Kent u nog mogelijke respondenten die ik kan benaderen voor een interview omtrent dit onderwerp?
Afsluiting interview	Danken voor tijd en deelname interview Benadrukken als de respondent op een later moment zich bedenkt over (onderdeel) van interview, dat dat dan te melden is via het mailadres: mauro.smeets@ru.nl

Interviewguide| Ilse Nieskens |Senior Adviseur Economie gemeente Nijmegen | 20/12/2021 11:30 via Teams|

Onderwerpen die moeten terugkomen	Mogelijke vragen
Korte introductie interview, dank deelname	Dank voor deelname en tijd aan mijn onderzoek. Ik wil dit Semi gestructureerde interview (uitleggen wat dit inhoudt) graag opnemen, zodat het gemakkelijker is om het uit te werken. Stemt u hier mee in? Mocht u op een later moment toch liever hebben dat (onderdelen van) het interview worden vernietigd of niet in het onderzoek mee worden genomen, is dit mogelijk.
Aanzetten geluidsopname	
Introductie Interviewer	Mijn naam is Mauro Smeets en ik volg de master Human Geography / Sociale geografie in Economic Geography aan de Radboud Universiteit. (Eerst GPM gedaan) Afgelopen 1 december is mijn stage bij de gemeente Nijmegen afgelopen, voor de gemeente heb ik onderzoek gedaan naar de detailhandelssector binnen de gemeente. Mijn masterscriptie schrijf ik de komst van Fashion Outlet Zevenaar en de gevolgen voor de retailsector van de binnenstad van Nijmegen. Dit wil ik enerzijds doen door onderzoek te doen naar het Outlet Centre, hoe deze wordt opgezet, hoe het Centre zich gaat richten op klanten en wat voor tools Fashion Outlet Zevenaar gaat inzetten om klanten te trekken, Concepten als Customer behaviour en Customer Satisfaction komen dan ook terug in mijn onderzoek. Gezien de locatie waar het centrum gaat openen, dicht bij de grens Nederland-Duitsland, wil ik ook graag het concept cross-border shopping / grensoverschrijdend winkelen in mijn onderzoek betrekken. Om te kunnen onderzoeken wat de gevolgen van de komst van het Outlet Centre zijn voor de retailsector van de binnenstad van Nijmegen, is het van belang te onderzoeken hoe de binnenstad van Nijmegen er momenteel voorstaat en wat voor ontwikkelingen de retailsector van Nijmegen beïnvloeden/veranderen.
Introductie Respondent	Wat is uw naam en huidige functie?

Senior Adviseur economie gemeente Nijmegen	Welke werkzaamheden heeft u verricht rond het onderwerp Fashion Outlet Zevenaar?
Introductie Fashion Outlet Centre	Bent u bekend met de komst van Fashion Outlet Zevenaar? zo ja: wat is uw eerste reactie hierop Zo nee, korte introductie geven.
Retail sector binnenstad Nijmegen	Hoe omschrijft u de retail sector van de binnenstad van Nijmegen? Wat zijn de factoren die invloed hebben op de retail sector?
Positief of negatief beeld	Heeft u een positief of negatief beeld over de komst van Fashion Outlet Zevenaar? En als u richt op gemeente Nijmegen?
Concurrentie binnenstad Nijmegen en Factory Outlet Zevenaar (= economic impacts)	Ziet u de komst van Fashion Outlet Zevenaar als een bedreiging voor de retailsector van de Binnenstad van Nijmegen, of juist als kans? Is er sprake van kannibalisme?
Social Impacts	Denkt u dat de Retail sector van de binnenstad van Nijmegen daalt in aanzien wordt in de regio? Of juist stijgt
Cross-border shopping	Hoe belangrijk zijn de Duitse klanten voor de retailsector van de binnenstad van Nijmegen? Denkt u dat de hoeveelheid Duitse klanten gaat afnemen door de komst van Fashion Outlet Zevenaar
Mogelijke respondenten	Kent u nog mogelijke respondenten die ik kan benaderen voor een interview omtrent dit onderwerp?
Afsluiting interview	Danken voor tijd en deelname interview Benadrukken als de respondent op een later moment zich bedenkt over (onderdeel) van interview, dat dat dan te melden is via het mailadres: mauro.smeets@ru.nl

Interviewguide| Bas van Es | Visit Arnhem Nijmegen | 24/12/2021 10:30 via Zoom |

Onderwerpen die moeten terugkomen	Mogelijke vragen
Korte introductie interview, dank deelname	Dank voor deelname en tijd aan mijn onderzoek. Ik wil dit Semi gestructureerde interview (uitleggen wat dit inhoudt) graag opnemen, zodat het gemakkelijker is om het uit te werken. Stemt u hier mee in? Mocht u op een later moment toch liever hebben dat (onderdelen van) het interview worden vernietigd of niet in het onderzoek mee worden genomen, is dit mogelijk.
Aanzetten geluidsopname	

Introductie Interviewer	Mijn naam is Mauro Smeets en ik volg de master Human Geography / Sociale geografie in Economic Geography aan de Radboud Universiteit. (Eerst GPM gedaan) Afgelopen 1 december is mijn stage bij de gemeente Nijmegen afgelopen, voor de gemeente heb ik onderzoek gedaan naar de detailhandelssector binnen de gemeente. Mijn masterscriptie schrijf ik de komst van Fashion Outlet Zevenaar en de gevolgen voor de retailsector van de binnenstad van Nijmegen. Dit wil ik enerzijds doen door onderzoek te doen naar het Outlet Centre, hoe deze wordt opgezet, hoe het Centre zich gaat richten op klanten en wat voor tools Fashion Outlet Zevenaar gaat inzetten om klanten te trekken, Concepten als Customer behaviour en Customer Satisfaction komen dan ook terug in mijn onderzoek. Gezien de locatie waar het centrum gaat openen, dicht bij de grens Nederland-Duitsland, wil ik ook graag het concept cross-border shopping / grensoverschrijdend winkelen in mijn onderzoek betrekken. Om te kunnen onderzoeken wat de gevolgen van de komst van het Outlet Centre zijn voor de retailsector van de binnenstad van Nijmegen, is het van belang te onderzoeken hoe de binnenstad van Nijmegen er momenteel voorstaat en wat voor ontwikkelingen de retailsector van Nijmegen beïnvloeden/veranderen.
Introductie Respondent	Wat is uw naam en huidige functie?
Bas van Es, Visit Arnhem Nijmegen	Wat houdt dit bedrijf zich mee bezig?
Introductie Fashion Outlet Centre	Bent u bekend met de komst van Fashion Outlet Zevenaar? zo ja: wat is uw eerste reactie hierop Zo nee, korte introductie geven.
Samenwerking Regionaal Bureau Toerisme Veluwe Arnhem Nijmegen	Op de site van Stable International staat dat door de samenwerking ‘de Outlet op verschillende manieren onder de aandacht wordt gebracht bij een heel breed publiek, heeft u enig idee op wat voor manier?
Retail sector binnenstad Nijmegen	Hoe omschrijft u de retail sector van de binnenstad van Nijmegen? Wat zijn de factoren die invloed hebben op de retail sector?

Positief of negatief beeld	Heeft u een positief of negatief beeld over de komst van Fashion Outlet Zevenaar? En als u richt op gemeente Nijmegen?
Concurrentie binnenstad Nijmegen en Factory Outlet Zevenaar (= economic impacts)	Ziet u de komst van Fashion Outlet Zevenaar als een bedreiging voor de retailsector van de Binnenstad van Nijmegen, of juist als kansen kannibalisme?
Social Impacts	Denkt u dat de Retail sector van de binnenstad van Nijmegen daalt in aanzien wordt in de regio? Of juist stijgt
Cross-border shopping	Hoe belangrijk zijn de Duitse klanten voor de retailsector van de binnenstad van Nijmegen, voor zover u weet? Denkt u dat de hoeveelheid Duitse klanten gaat afnemen door de komst van Fashion Outlet Zevenaar
Mogelijke respondenten	Kent u nog mogelijke respondenten die ik kan benaderen voor een interview omtrent dit onderwerp?
Afsluiting interview	Danken voor tijd en deelname interview Benadrukken als de respondent op een later moment zich bedenkt over (onderdeel) van interview, dat dat dan te melden is via het mailadres: mauro.smeets@ru.nl

Interviewguide| Julian Binn | Mediamixx | 13/01/2021 10:00 via Zoom |

Onderwerpen die moeten terugkomen	Mogelijke vragen
Korte introductie interview, dank deelname	Dank voor deelname en tijd aan mijn onderzoek. Ik wil dit Semi gestructureerde interview (uitleggen wat dit inhoudt) graag opnemen, zodat het gemakkelijker is om het uit te werken. Stemt u hier mee in? Mocht u op een later moment toch liever hebben dat (onderdelen van) het interview worden vernietigd of niet in het onderzoek mee worden genomen, is dit mogelijk.
Aanzetten geluidsopname	

Introductie Interviewer	Mijn naam is Mauro Smeets en ik volg de master Human Geography / Sociale geografie in Economic Geography aan de Radboud Universiteit. (Eerst GPM gedaan) Afgelopen 1 december is mijn stage bij de gemeente Nijmegen afgelopen, voor de gemeente heb ik onderzoek gedaan naar de detailhandelssector binnen de gemeente. Mijn masterscriptie schrijf ik de komst van Fashion Outlet Zevenaar en de gevolgen voor de retailsector van de binnenstad van Nijmegen. Dit wil ik enerzijds doen door onderzoek te doen naar het Outlet Centre, hoe deze wordt opgezet, hoe het Centre zich gaat richten op klanten en wat voor tools Fashion Outlet Zevenaar gaat inzetten om klanten te trekken, Concepten als Customer behaviour en Customer Satisfaction komen dan ook terug in mijn onderzoek. Gezien de locatie waar het centrum gaat openen, dicht bij de grens Nederland-Duitsland, wil ik ook graag het concept cross-border shopping / grensoverschrijdend winkelen in mijn onderzoek betrekken. Vandaag dit gesprek met u. Omdat het Outlet Centre nog niet 'running' is, is het moeilijk onderzoek te doen naar de duitse klanten. Echter kan ik wel aan de hand van gedrag wat duitse klanten 'crossborder' vertonen een verwachting schetsen
Introductie Respondent	Wat is uw naam en huidige functie?
Mediamixx	Wat houdt dit bedrijf zich mee bezig?
Introductie Fashion Outlet Centre	Bent u bekend met de komst van Fashion Outlet Zevenaar? Zo nee, korte introductie geven. Ligt aan het verlengde van de A3, op circa 35 minuten afstand van Kleef
Cross-border shopping	Hoe belangrijk zijn de Duitse klanten voor de retailsector van de binnenstad van Nijmegen, voor zover u weet? Denkt u dat de hoeveelheid Duitse klanten gaat afnemen door de komst van Fashion Outlet Zevenaar?
Beweegredenen crossborder shopping	Wat zijn in het algemeen beweegredenen voor Duitsers om in Nederland aankopen te doen?

Economic factors	Price differences, quality and supply of goods
Socio-cultural factors	Attractiveness of the foreign culture across borders and the nature of the foods and services provided their Familierity/unfamilirity
Administrative factors	administrative factors, they relate to border-crossing requirements, practices and costs
	Of combinatie van hierboven?
	Challenges and barriers ?
Concurrentie binnenstad Nijmegen en Factory Outlet Zevenaar (= economic impacts)	Ziet u de komst van Fashion Outlet Zevenaar als een bedreiging voor de retailsector van de Binnenstad van Nijmegen, of juist als kansen kannibalisme? Ofwel, denkt u dat duitsers IPV naar Nijmegen naar Fashion Outlet Zevenaar gaan?
Social Impacts	Denkt u dat de Retail sector van de binnenstad van Nijmegen daalt in aanzien wordt in de regio? Of juist stijgt
Mogelijke respondenten	Kent u nog mogelijke respondenten die ik kan benaderen voor een interview omtrent dit onderwerp?
Afsluiting interview	Danken voor tijd en deelname interview Benadrukken als de respondent op een later moment zich bedenkt over (onderdeel) van interview, dat dat dan te melden is via het mailadres: mauro.smeets@ru.nl

Appendix II Questionnaire

Bedankt voor uw tijd en deelname aan deze enquête!
Mijn naam is Mauro Smeets en voor mijn afstudeeronderzoek voor de masterstudie Economic Geography aan de Radboud Universiteit doe ik onderzoek naar de komst van Fashion Outlet Zevenaar.
De vragenlijst bestaat uit 7 vragen en zal hooguit 3 minuten van uw tijd in beslag nemen.
Voor vragen en/of opmerkingen kunt u contact opnemen via: mauro.smeets@ru.nl

Vraag 1: Bent u momenteel woonachtig in gemeente Nijmegen?

- Ja
- Nee

Vraag 2: Wat is uw geslacht?

- Man
- Vrouw
- Hier geef ik liever geen antwoord op

Vraag 3: Wat is uw leeftijd?

- < 15 jaar
- 15-20 jaar
- 21-25 jaar
- 26-30 jaar
- 31-35 jaar
- 36-40 jaar
- 41-45 jaar
- 46-50 jaar
- 51-55 jaar
- 56-60 jaar
- 61-65 jaar
- 66-70 jaar
- 71-75 jaar
- 75-80 jaar
- > 80 jaar

Ter info: Een Factory Outlet Centrum is een groot winkelcentrum waar veel winkels en merken hun producten aanbieden tegen een relatief lage prijs. Naast winkels zijn er in Factory Outlet Centres ook restaurants en entertainment te vinden.
Vraag 4: Bent u bekend met de komst van Fashion Outlet Zevenaar (een Factory Outlet Centrum nabij Zevenaar)?

- Ja
- Nee

Vraag 5: Spreekt de komst van een Factory Outlet Centrum, op 35 minuten rijden van Nijmegen, u aan?

- Ja
- Nee

Vraag 6: Hoe vaak bent u van plan Fashion Outlet Zevenaar te bezoeken?

- Nooit
- Minder dan 1 keer per jaar

- Ongeveer 1 keer per jaar
- Ongeveer 2 tot 4 keer per jaar
- Ongeveer 4 tot 6 per jaar
- Vaker dan 6 keer per jaar
- Maandelijks

Vraag 7: Wat zijn uw beweegredenen om in de toekomst Fashion Outlet Zevenaar te gaan bezoeken? (meerdere antwoorden mogelijk)

- Ik zie geen reden om Fashion Outlet Zevenaar te gaan bezoeken
- De aanwezigheid van het soort winkels (veel winkelaanbod, relatief lage prijzen)
- Het 'dagje weg'- gevoel
- De aanwezigheid van entertainment (denk aan: restaurants, speelplekken voor kinderen)
- De aanwezigheid van gemakken door technologie (denk aan: aanwezigheid free-wifi, apps met routebeschrijvingen
- Anders, namelijk:

Appendix III Code and Code Groups

	Code	Grounded	Code Groups	Created by
○	Aanbeveling	9		Mauro Smeets
○	Administrative factors	8	Cross-border shoppin	Mauro Smeets
○	Changing function inner city\	28	Nijmegen	Mauro Smeets
○	Economic factors	9	Cross-border shoppin	Mauro Smeets
○	Economic impacts	23	Effects retail sector	Mauro Smeets
○	Entertainment	4	Customer behaviour & Satisfaction	Mauro Smeets
○	Nature of stores	10	Customer behaviour & Satisfaction	Mauro Smeets
○	Retail sector City of Nijmegen	22	Nijmegen	Mauro Smeets
○	Social impacts	13	Effects retail sector	Mauro Smeets
○	Socio-Cultural factors	10	Cross-border shoppin	Mauro Smeets
○	Soort klanten	11		Mauro Smeets
○	Synergy and displacements effects	46		Mauro Smeets
○	Technologivcal innovations	4	Customer behaviour & Satisfaction	Mauro Smeets