Abstract

This academic exercise is to study the consumer behaviour in shopping complex of the Singapore Central Area --- a case study of the People's Park Complex. The aim is to understand the relationship between the individual differences of the customers and the location and function of the People's Park Complex. Equipped with a sense of understanding of the shopper's behaviour, the writer is able to have a deeper insight into the above relationship. From his surveys and analysis, the writer has come to the conclusion that the location and function of the Complex play an important role in determining the type of customers who come to the complex.

The ideal location of the People's Park Complex can be attributed to the fact that it is situated at a rather densely populated region; at a place where is easy and convenient transport system. What is more important is that it is sited at the place where the once well-known old People's Park was located. The fame of the old People's Park had done a lot to help boost the name of the present People's Park Complex. Because of its central position, its customers are mostly residents of the nearby area and those of the city area. Its trading area, therefore, mainly comprises of people residing in the People's Park Complex proximity. It is found that 32% of the present customers are originally customers of the old People's Park. Since the percentage of the Chinese living around the Complex and the city area is very high, it is not surprising, therefore, to find that the Chinese customers will predominate in the Complex.

So far as its function is concerned, it is complicated and filled with great varieties. Since the retailing shops of the Complex not only specialised in various high order goods but also in dresses, shoe and handbags, the spatial distribution of the shops create the phenomenon of spatial affinities as well as association so as to gain the benefit of the external economy and complementarity. Besides these, the Complex also deals with service firm specialised in professional. Occasionally there are cultural shows and exhibition shown to attract more customers. Where its facilities are concerned, there are most modernised and up-to-date. Surveys has revealed that the largest group of customers come from middle and upper occupational class category.
Regarding the shopper's behaviour, the writer discovers that the number of customers to the Complex vary with days and times. The peak days are Saturday and Sunday, the peak hour for weekdays is from 7 p.m. to 9 p.m. Due to proximity, the people in the nearby area come more frequently to the Complex rather than those in the far away places. The writer also observes that more of some kinds of goods are bought which is possibly due to the number of the relevant retailing shops, eg. more clothes are bought by customers which is influenced by more fashion shops. The needs of the shoppers to the Complex are adequately satisfied. Therefore, they are much dependent on the Complex to do their shopping.

On the whole, the magnetic power of the People's Park Complex is strong and it is determined by its location and function.