

The spatial dimension of shopping behavior in the Inner shopping area of the city of Jeddah, Saudi Arabia

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Abstract

This paper attempts to investigate the relationship between spatial configuration and shopping behaviours in the inner shopping area of Jeddah, Saudi Arabia. The aim is to understand how spatial structure influences search patterns and shopping behavior.

Data was collected by stalking a sample of 120 subjects from 6 different major entry/exit points to the area. Subjects were tracked for 30-45 minutes each; their shopping paths were traced on the base map of the area.

Spatial analysis included axial syntax analysis and analysis of actual shopping paths. Results indicate that shopping paths are more dispersed and cover wider range of spaces in the eastern part of town (the old city) than in the western part (the contemporary CBD) Implications are discussed for shopping from the urban point of view (e.g., concentrated shopping centers versus traditional urban distributions) and how this may affect the potential richness and extendibility of the shopping experience, and also the potential viability of individual shops.

Keywords

space configuration, shopping, traditional and modern districts

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