

Centre Image

Component Factor

Yes, part of Experience Priority ([view](#))

Ranking

Centre Image	Rank	Score	Descriptor
Influence	26 th out of 237	4.24 out of 5	Highly Influential
Control	21 th out of 237	3.67 out of 4	Controllable
Priority	5 th out of 237	15.54	Very high priority

Description/Definition

Centre image refers here to a multidimensional concept associated with functional, experiential, social and symbolic elements of town centres and high streets that are integral to consumers' decision making processes and centre patronage (Hart et al., 2013).

Why does it matter? (Influence)

From a marketing and management perspective, the image of a town centre is one that is constantly subject to change due to multiple external factors and changing trends and behaviours. Anticipating and adapting to such change thus requires creating responsive mechanisms to improve a centre's competitive position and overall appeal (Dennis et al., 2002) and manage the consumer's experience (Hart et al., 2013).

What can you do about it? (Control)

Hart et al's (2013) comprehensive study of town centre image identified multiple dimensions that influence image perceptions for a centre. These are:

- Retail assortments (e.g. range/quality of goods and shops)
- Atmosphere (e.g. busyness, safety, friendliness)
- Accessibility (location, parking)
- Layout/Scale
- Appearance (e.g. cleanliness)
- Non-retail activities
- Place attachment (e.g. familiarity)
- Global Impressions (likes/dislikes)

Whereas some of the attributes of town centre image cannot be altered (e.g. location), most of them are within place managers' control to influence (see also 25 priorities for

change). Careful consideration of these image dimensions can affect place-based decisions regarding the future of a town centre/high street.

See also

Experience, Visitor Satisfaction, Retailer Offer, Atmosphere, Service Quality, Cleanliness

References

Dennis C, Murphy J, Marsland D, et al. (2002) Measuring image: shopping centre case studies. *The International Review of Retail, Distribution and Consumer Research*, 12(4): 355–373.

Hart C, Stachow G and Cadogan JW (2013) Conceptualising town centre image and the customer experience. *Journal of Marketing Management*, 29(15–16): 1753–1781.