



A Peer Reviewed International Journal of Asian
Academic Research Associates

AARJSH

**ASIAN ACADEMIC RESEARCH
JOURNAL OF SOCIAL
SCIENCE & HUMANITIES**



**FACTORS INFLUENCE ON SHOPPING STREET ATTRACTION: AN
EXPLORATORY INVESTIGATION**

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Supported by China post doctoral science foundation, 2012M520312; National Natural
Science foundation of China, 71072011

ABSTRACT

Shopping Street is a representative indicator of city's economic development. It is always firms and governments' focus to figure out how to level up the Shopping Streets' attraction to consumers, in which the environment of Shopping Streets is one of the most important influential components. This research obtains three dimensions through survey and statistical analysis that are environmental characteristics, fashion style and convenience. Results show that convenience factors have significant positive influence on the holistic image of Shopping Streets, which has effective practical implications on redecoration and construction of Shopping Streets.

Keyword: *Shopping Street; Shopping Street Attraction, Environmental Components*
