

# Customer profiles in relation to the brick-and-mortar store and city center image

**Lisanne Bouten**

Saxion University of Applied Sciences

**Auke Wolfs**

Saxion University of Applied Sciences

## Acknowledgements:

This project has been funded by the Province of Overijssel.

## Cite as:

Bouten Lisanne, Wolfs Auke (2025), Customer profiles in relation to the brick-and-mortar store and city center image. *Proceedings of the European Marketing Academy*, 54th, (123978)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



## **Customer profiles in relation to the brick-and-mortar store and city center image**

### **Abstract**

This study examines how socio-demographic, psychographic, and behavioral factors shape customer clusters and their perceptions of city center attributes, including hospitality, ambiance, store variety, and dining options. Using data from 2,842 respondents across seven Dutch cities, we identify seven customer clusters with distinct preferences. The findings reveal that clusters and city centers significantly moderate the relationship between perceptions and recommendation behavior. Practical implications suggest tailored marketing strategies and urban planning initiatives, emphasizing place-based approaches to enhance city center appeal and visitor loyalty. By addressing the unique preferences of customer clusters, this research offers actionable insights for sustaining the social and economic vitality of city centers amidst growing e-commerce and suburban competition.

### **Keywords**

*Customer perceptions, city center retailing, social value*

### **Track**

*Retailing & Omni-Channel Management*