ABSTRACT

Holland Village, together with Nee Soon, Seletar and Changi Village emerged as an unplanned shopping area in the early 1970s serving the western clientele in the vicinity. Due to land scarcity in Singapore, it was necessary to allocate and maximise the island’s land resource. The 1991 Concept Plan mapped out the land use allocation and intensity for Singapore. The Jurong Entertainment Centre (JEC) and International Merchandise Mart (IMM) located in the Jurong East Regional Centre as envisaged in the Concept Plan 1991, developed as a planned shopping area.

JEC and IMM are examples of the new location pattern of the suburban shopping centres, i.e. located adjacent to the Mass Rapid Transit (MRT) stations. The emergence of such suburban shopping centres creates new shopping patterns and draw patrons away from the older suburban shopping centres. Many shopping centres subjected to economic obsolescence have revamped and replaced new tenant mix to suit the most current lifestyle pattern of the shoppers.

The objective of this study is to compare the differences in a planned and unplanned shopping area. From the study, it was found that there is not much difference between the shopping patterns of shoppers to both shopping areas. However, the image attributes of each shopping area are different and the planned shopping area recorded higher ratings for most attributes.