

# The relationship between the customer flow and distribute of convent stores around The University of Tsukuba

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## Motivation

In the market competition, as a best leader in the market discipline, the customer flow for convent store is popularity, performance and sales volume. The purpose of the research is to find the relationship between customer flows and distribution of convent stores.

Study area is a circle with center point Central Library, and the radius of 2.1km in Tsukuba city.

## Methodology:

In order to get the data of customer flow of all the convent stores in the research area, the questionnaire for the stuffs who are working in the convent stores and using GPS to collect them location is conducted to get data.

According to the data for one weak from Jan 26<sup>th</sup> to Feb 1<sup>st</sup>, I calculate the average of customer flow in one day. (Due to the policy in unique store, the number of invoices are instead of customer flow. In allowable error, they are equal.)

## Results and Discussion

In the study area, there are 19 convent stores.

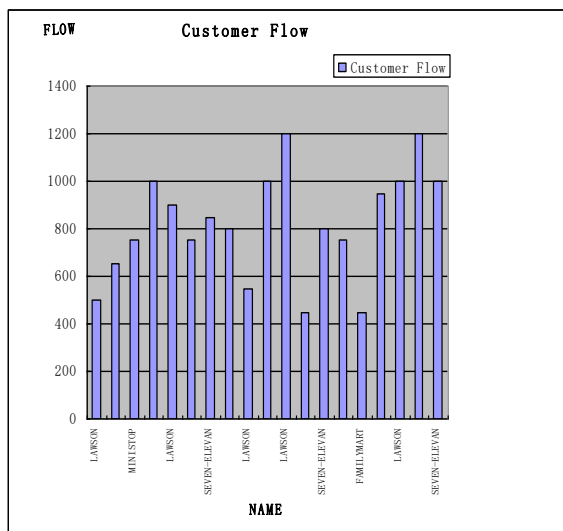


Fig.1. The customer flow for convent stores around Tsukuba University.

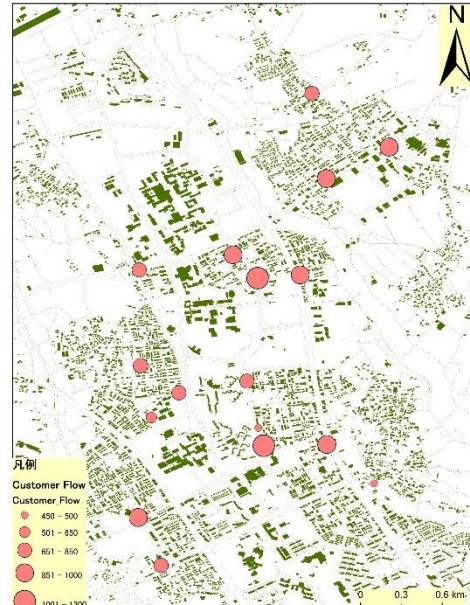


Fig.2. The location of convent stores

From the histogram (Fig. 1.) we can get that the flow of customer allowance 800 range for quantity. Some store's flow of Customers is very low, but some very high. For this phenomenon the Fig.2. can explain it. From the map, the store which closed to the dormitory is more popular than others. And in the central area, some teaching buildings around there, some students gather in this area, so the store which located around there is more popular than others. The last, the farther distance from Central Library to convent store, the less customer flow is.

In conclusion, the location of the stores has a big influence for customer flow. Quite obviously, the control is not absolute. There are some other factors which can also affect the customer flow such as the types of goods, brand of store, service attitude and so on. Consequently, further research needs to pay attention to elements.