

## Sphere of influence

**"The sphere of influence is** the area surrounding a settlement that is affected by the settlement's activities." From <http://www.bbc.co.uk>

The sphere of influence of a shop is how far people will be prepared to go to make use of that shop. For example if people decide to travel a long distances for a shop that shop will have a big sphere of influence. But if a people didn't feel it was necessary to travel long distances to go there shop has a small sphere of influence.

The corner shops particularly has a small sphere of influence because as explained earlier in shopping hierarchy people travel by foot only taking a few minutes so meaning the person travelled a very short distance therefore a very small sphere of influence because it sells low order goods.

Department stores have quite a large sphere of influence of because department stores are in the CBD area and that is found in to city area which have many tourist's there. So if tourists come from long distance for example other countries it must have a large sphere of influence because it sells high order goods.

Now to research into spheres of influence in my study area of south east of England we where provided with a questionnaire to ask shoppers local shopping centre. It had to include questions on where they have come from ,what method of transport they used, how long they stop at the centre on average, what they mainly buy there and how often they use the shopping centre. This gave me plenty of data to present and use to describe and explain the centre's sphere of influence. The two places I did that the survey were Woolwich and Bexleyheath. This can bring up a hypothesis saying that the sphere of influence of the larger shopping centre would be larger because Bexleyheath had more variation of people coming from different places than Woolwich. (A good hypothesis is one that can be tested and is based on a theory or a set of ideas.)

1. ~~Let's see the difference between sex~~  
Wood ~~chairs~~ w ~~the~~ core ~~circle~~

In conclusion a small shopping environment like one shop has a narrow sphere of influence for shopping. People come only a short distance to buy daily newspapers, bread, milk and other convenience goods, these products are whereou can buy anywhere, often for the same price. ▲ a large environment would have a wider sphere of influence. Department stores and specialist shops sell comparison goods such as furniture which people can compare the prices with other stores around for before purchasing. ▲ According to the theory of the 'Sphere of influence'

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